

FROM DREAMS TO DEVELOPMENT

ANNUAL REPORT 2019 – 20

Udhyam
Learning Foundation



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*Co-create a caring world where people
fearlessly pursue their potential*

Our Vision



Udhyam

••• Shiksha •••

Entrepreneurial
mindsets in youth

Udhyam

••• Vyapaar •••

Income uplift for
micro-entrepreneurs

**HUMAN
POTENTIAL
IS INTRINSIC & UNIVERSAL**

Foreword

Mekin Maheshwari,
Founder and CEO

*People are Mekin's anchor. A Learner, an optimist
a believer of Human Potential - of people succeeding.
Likes technology & data as a means for enabling people.
An aspiring artist, a book lover & a doting father.*



I started Udhyam 3 years ago with the vision to enable individuals to achieve their true potential. I believe that every human being has unlimited potential; however, for various reasons, including our education system and societal pressures, people are unable to pursue their potential. Through Udhyam, we are beginning to change this.

We are proud to have touched the lives of nearly 8 lakh people across the country in small ways and in such a short span of time! Our pillars of impact at scale have been:

- 1. Belief in human potential** – Build entrepreneurial mindsets.
- 2. Co-creation – Partnering with 5 state governments:** Delhi, Haryana, Kerala, Maharashtra and Assam along with many other organizations.
- 3. A great team** – Hiring for mindsets and building a meritocratic and customer-centric culture.
- 4. Constant learning & iterations** – Rapidly evolving solutions based on on-ground experiences.

Udhyam Shiksha has started reforming education in various parts of the country with a curriculum without textbooks and no exams. The entrepreneurial mindsets curriculum has now reached 7.5 lakh students who are learning topics such as Grit, Independence, Critical thinking, etc, through experiential learning every day as their first period in Delhi government schools since July 2019.

Through Delhi Government's budget of Rs. 40 crore and Assam's budget of Rs. 140 crore, over a million students are expected to experience a new way of learning when schools reopen in 2021, enabled by just a 40 member Udhyam Shiksha team.

Udhyam Vyapaar works with the often-unseen entrepreneurs: chai shop at the corner, our istri wallis (and wallahs). I am most proud of the understanding of this community built by the Udhyam Vyapaar team. The early results of enabling income uplift for 800+ entrepreneurs with simple interventions hold massive promise. The most magical story has been the journey of enabling istri-wallah entrepreneurs to move from Coal to LPG as a source of energy. This intervention has become a case study of Design Thinking – Deep Empathy for the customer, rapid iterations based on feedback, leading to a monthly income uplift of upto 27% is just a trailer of what is possible. Now, we believe that #CoalToLPG would become a national movement!

Just about 3-years-old and we have already touched almost 8 lakh lives! Through our customer focus, challenging existing realities & constant experimentation & learning, we are now on our way to enable a billion people to pursue their potential. We believe that we can achieve this through collaborating and co-creating impactful and scalable interventions.

I would love to hear your thoughts/ feedback. You may reach out to me mekin@udhyam.org

“

Metamorphosis means growing up by developing capabilities needed to thrive in the next stage of life. Though larvae go through this process to adapt to new environments and life forms, I have seen Udhyam's Metamorphosis in the last year - the pandemic further serving as a catalyst activating our dormant strengths and capabilities. ”

I saw new capabilities emerge: Udhyam's ability to maneuver through varying degrees of government complexities has evolved meaningfully. The team's expertise in identifying the right kind of opportunities, partnering with early adopters within the government system, and influencers outside has resulted in almost 3x growth: starting with Delhi government schools, we have presently deployed our Entrepreneurship Curriculum in four states.

Udhyam's ability to quickly build rapport, onboard partners into our approach, and co-create impactful interventions have made government systems trust not just our abilities but our ideologies as well.

I saw radical ideas emerge: Even before and during the pandemic, both Shiksha and Vyapaar teams went into a competition designing experiments and programs that directly reached students and vyapaaris. Existing products were redesigned, and new financial products were experimented to help vyapaaris to get back on their feet quickly.

Shiksha conducted experiments to make its offerings as practical and useful as possible for young people.

We shifted our in-person Entrepreneur Curriculum classes to online sessions. Even as the pandemic raged, we saw more and more young people in Haryana turn into entrepreneurs.

I saw values evolve: The pandemic made us question our relevance to our customers; and the answers to these questions directed us to our fundamental goals. While Vyapaar continues to serve low-income vyapaaris more meaningfully, Shiksha rigorously experiments to find solutions that help young people become entrepreneurial.

I saw a new kind of leadership emerge: We believe in leadership that is defined by ownership and empathy for the customers and not by titles. It was inspiring to see people across various teams put in the time and effort to serve customers meaningfully - from a single and unwavering sense of empathy.

With Udhyam's support in honing this leadership potential, I hope to see the new leaders create a higher impact as they take on more significant and complex challenges.

Udhyam's Metamorphosis

Supriya Panchangam,
First employee at Udhyam

Supriya's strongest connection with Udhyam has been with the fundamental principle of every individual succeeding and enabling every individual to succeed.



“

As I watch from the sidelines, I see Udhyam growing stronger in every dimension, developing capabilities that have made us forever resilient on our onward journey. Universe, get ready for the dent. ”

”



Udhyam

... Shiksha ...

7.5 lakh+ learners

5 states

Delhi, Haryana, Kerala,
Maharashtra and Assam

30+ members

core team



Krishnan connects deeply with Udhyaam's 'real-life experiential learning' philosophy, as he attributes most of his own learnings to real experiences rather than pure academics. He enjoys building collaborative teams that go on to add great value towards their purpose.

Shiksha takes Flight: What's Next?

Krishnan, Shiksha Lead

Did you have a dream or a passion as a child? As you grew up, did you see that passion being overtaken by various factors like traditional academic pursuits, fear of failure, parental & peer pressures, etc?

Udhyaam Shiksha was started to enable youth to dream, believe, and achieve far beyond what they think they can achieve; we do this by building Entrepreneurial Mindsets and Foundational skills in youth.

As I write this today, Shiksha is about three and a half years old. From our first program in March 2017 with 37 learners to our entrepreneurship curriculum now reaching more than 7.5 lakh+ learners in five states – Shiksha has come a long way. We have grown from a 15-member core team 12 months back, to 30+ members now.

“

To me - the last one year has been a period when Shiksha has taken off from the comforts of the runway, soaring towards the skies. It all started with the Go-Live of our first ever intervention at scale - the statewide implementation of the Entrepreneurship Mindset Curriculum in Delhi. ”

In the months that followed, we signed up with Haryana, Maharashtra and Kerala for the ITI learners and also entered into Assam for schools and colleges – in what will eventually be statewide rollouts of Entrepreneurship Mindset Curriculums in these states. This leaves us staring at a potential reach of over a million learners by the end of the current year. For a country that did not have a single EMC intervention earlier, this is a huge education reform, and it makes us proud to see Udhyaam Shiksha leading this change.

The current year keeps me excited on two fronts

- a) improving our operations
- b) finding product – market fits

On the operations front, there is work ongoing to productize our Curriculum creation process, and also introducing technology and automation into some processes – both of these bringing in better efficiency. On the latter, I expect to see some interesting products emerge from our Quality & Scale Lab that are low touch and facilitator agnostic, and yet create the desired outcomes at scale. And while extending our reach to many more learners during the year remains a priority, there is a significant strategic focus on understanding, enabling and articulating our impact a lot better. According to me, this last piece would play a pivotal role in helping to improve our offerings and delivery processes, as well as build even more conviction for ourselves on the impact of the program.

All in all, it has felt like Shiksha has developed wings and started to fly. And this has only been possible because of the fabulous people on the team. It has truly been a joy to watch the team unfold its capabilities and surge ahead, with a willingness to adapt to the changing times like never before!



Udhyam Shiksha Program



Self belief

I can do something.
I can learn.
I can learn from failures.

I believe I can learn. I believe
I can learn from failure.



Self awareness

I have worked, and reflected
on my strengths and
areas of development.

I know my strengths. I know my
areas of development.



Grit

I know my goals and I work hard
towards them. I try new methods
to achieve my goals. I do not
give up in the face of failure.

I know my goals, I believe I can
achieve them and I have strategies
to respond to failure constructively
and learn from them.



Independence

I choose to change a situation
I am in. I make
my own decisions.

I have the choice to change
a situation that I am in.

Program Learning Outcomes

Udhyam
... Shiksha ...

Business Elements

- *Identity Opportunity*
- *Understanding Customers*
- *Value Creation*
- *Plan and Execute*
- *Customer Interaction*
- *Money Management*





Udhyam Shiksha Expands to 5 Indian states

Akshay Midha, Government Partnerships

Akshay is passionate about co-creating solutions with people to maximise impact.

Akshay believes in the potential of the youth and Udhyam's vision of co-creating a caring world, where people fearlessly pursue their potential.

The last year has been a landmark year for Udhyam Shiksha.



स्वास्थ्यान्म प्रमदः



सत्यमेव जयते
Government of the National
Capital Territory of Delhi



सत्यमेव जयते
GOVERNMENT OF ASSAM



सत्यमेव जयते
GOVERNMENT OF ASSAM



महाराष्ट्र शासन



Upcoming

Assam

6.5 lakh+ students
900+ schools & colleges

2020 - 21

Haryana

50,000+ students
150+ ITIs

2020 - 21

Kerala

30,000+ students
100+ ITIs

2020 - 22

Maharashtra

1.5 lakh+ students
400+ ITIs

2020 - 22

The most exciting piece of news for Udhyam last year was the announcement of Yuva Arohan by the Government of Assam. Under the entrepreneurship program Yuva Arohan, around 4 lakh students across the Assam schools (11th-12th grades) and colleges would be trained with the vision of creating youth entrepreneurs: shifting the attitude from 'job-seekers' to 'job-creators'.

The Yuva Arohan program is co-designed by Udhyam and Assam State Government.



Operational across
ITIs & schools PAN India

1100+

Number of students
who experienced
our interventions

7.5 lakh+

One of the key highlights of 2019-2020 was that we worked with 13,000 students across more than 50 ITIs in Haryana

- Launched learning driven by reflecting on real-world entrepreneurial experiences - a program co-designed with Medha, a non-profit organization, working on improving career opportunities for youth.
- We plan to launch the program in Maharashtra and Kerala by 2021
- We are also in conversations with the government of Punjab and Uttarakhand, and hope to partner with them in the coming year.

“

Along with Udhyam, we have been able to help ITI students in Haryana become entrepreneurial and explore self-employment as a career option. ”

Mr. Byomkesh Mishra,
Co-Founder and CEO Medha Learning Foundation



A myriad of other private and government educational organizations are showing interest in developing entrepreneurial mindsets; and most of these potential educational partners echo Shiksha's belief



Learning
by doing



Learners
autonomy



Learning connected
to the real world

All these partnerships have filled us with confidence in our mission of enabling the youth to achieve their true potential. We are thrilled to continue the journey with our stakeholders.

Entrepreneurship Module of the Employability Skills Course followed across all ITIs in India designed by Shiksha has gone live.

Partners Speak

“

It is great to have someone like Udhyam partner with us. They have been our strength. Over the last year, we have built capabilities across all our departments. It has helped us stay connected to our students even during the pandemic and enabled them to learn.

My dream is for students in ITIs to become a lot more entrepreneurial and with Udhyam we have moved one step closer to that dream. ”



Sh. Sanjiv Sharma

*Joint Director, Apprenticeship & Placement,
Skill Development and Industrial Training,
Government of Haryana*



Entrepreneurship, as a Way to Earn, Eat, and Encourage

Passionate about helping others, Nezrin works with the Kerala Government in implementing the Entrepreneurship Mindset Curriculum in ITIs.

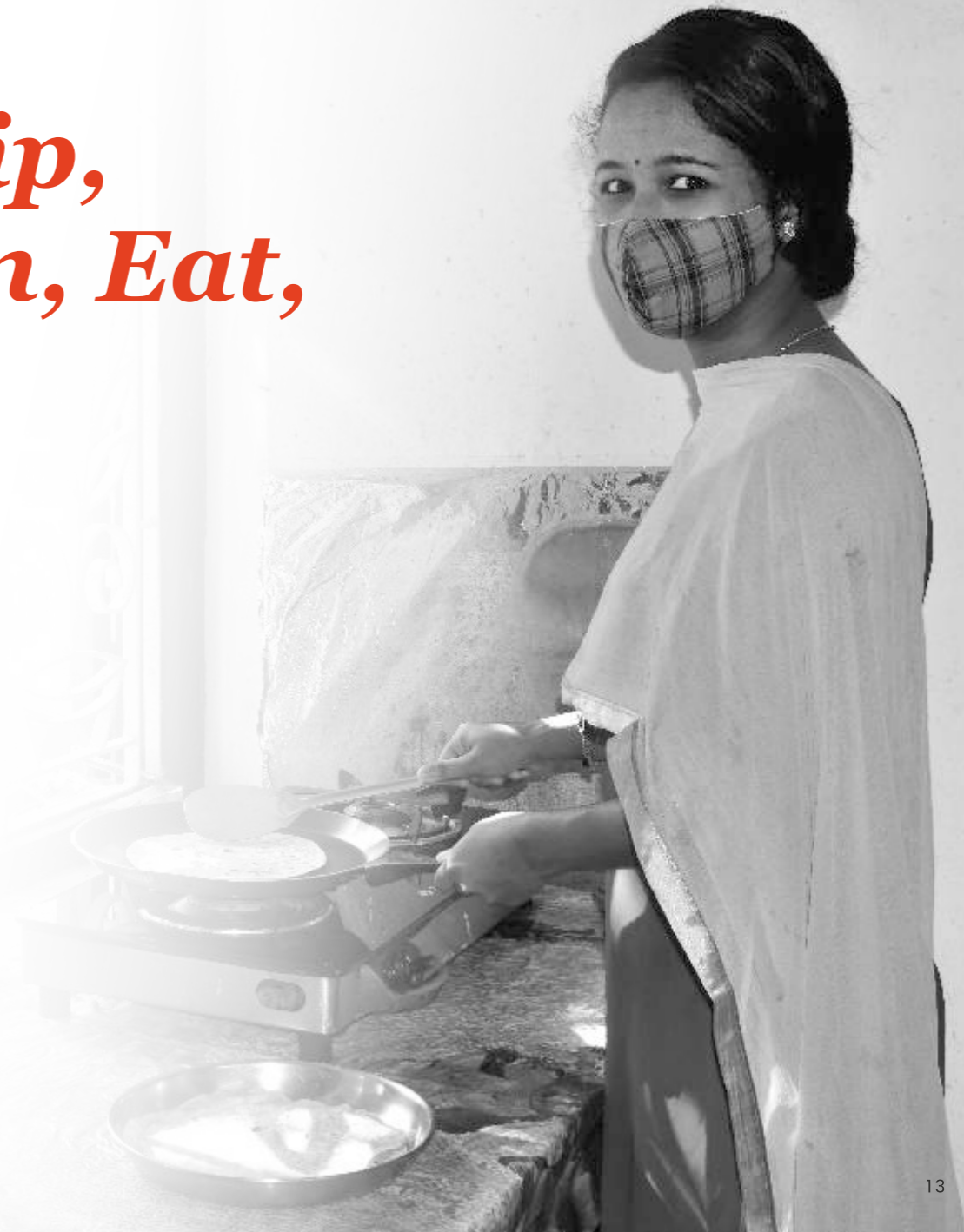
She strives to make an impact on people's lives especially at an early stage in their life. She believes Udhyaam's trainings will help youth apply their skills to fix some of our nation's social challenges in new and exciting ways.

Nezrin Midhaj, Kerala Project Lead

Aparna, a second-year ITI student in Kerala, prepares chapatis in the community kitchen along with a group of students. The meals are then delivered to feed hundreds in the panchayats. Along with her college friends; she also packs the Sarkar food kits which are then supplied to 6000 homes through ration shops.

The community kitchen that was once students' favorite hangout place has now turned into a platform from where the Kerala government's campaign 'nobody should go hungry' is being launched.

When we ask Aparna about the experience, she says, "I have experienced how education is not only about classes, exams, or grades, but it is also about recognizing our potential and becoming an active member in the society."



Students are helping those in need via all means: physical help, emotionally supporting their peers, and engaging in motivational tasks digitally. Our alumni say the current situation is like that of a battlefield. And their contributions make them feel better.

Shafeena, a fashion designing student at ITI, conducts online dress designing classes. Appropriate in the time, Shafeena creates dresses with complimentary masks. She laughs while talking about her mask-stitching demo class and says it was fun. With the malls closed and Eid around the corner, her business is doing well.

Shafeena tells us,

“

Earlier I dreamt of working at a boutique, now I realize I can have my own boutique. Whether it is a pre-corona or a post-corona world, finding a job is always tough. This lockdown has made me think of ideas that would make me self-sufficient and boost my self confidence to surviving the tough times. ”



Aparna and Shafeena are the alumni of Udhyam's 10-day Entrepreneurship Mindset Training Program [EMT] conducted in February 2020 in Industrial Training Institute [ITI] in Calicut, Kerala. Udhyam's EMT program aimed to prepare the students for challenges through real-life projects. They were encouraged to overcome their limitations and harness their curiosity to create new projects. The program also taught the learners ways to be resilient.

Little did our students know that the experiential program's core concepts would help them carve new paths very soon in the tough pandemic times.



Self-belief



Awareness



Grit



Independence

In these uncertain times, our team is connecting with the youth emotionally to ensure that they look at the experience as positive learning. The pandemic has not disrupted the growth of our students, instead, it is inspiring them to look deep inside and is transforming them forever.

Partners Speak



Udhyam Foundation tapped into the dormant entrepreneurial spirit of the Kerala youth. This is not an easy task, as many studies have shown that young people of Kerala belong to the category of job hunters and not job providers. ”



Tom Jose

*Chief Secretary
Government of Kerala*

Because education cannot wait for the pandemic to get over...

Manasi Joshi, Entrepreneurship Mindset Curriculum team



Manasi is working with SCERT Delhi on developing and implementing Entrepreneurship Mindset Curriculum. Manasi is passionate about building Gender sensitive world with the power of communication. She is proud about the ground level impact that Udhyaam creates which results in a more sustainable large scale solution.

On 1st July, 2019, Entrepreneurship Mindset Curriculum (EMC) was launched to initiate real-life, engaging experiences that prepare the students to create value or increase value in whatever workplace they enter.

EMC empowers students to take charge of their career paths in employment or entrepreneurship and realize their full potential. It impacts 7.5 lakh+ students from grade 9th-12th in more than 1020 Delhi Government Schools. It is an experiential curriculum through which students learn to be self-confident, to dream big, to try something new and challenging, to recognize opportunities, and to find creative solutions to bounce back and learn from failures, etc. The EMC team is led by Dr Sapna Yadav (Project Director - EMC, SCERT Delhi), and Udhyaam is one of the partners along with mentor teachers, NGO partners and individuals.

Mala Kumari, a physically challenged kid studying in the 12th grade in a Delhi government school in Najafgarh makes masks at home and sells them during the pandemic. She attributes her determination and confidence to the EMC classes.

The vibrant, interactive environment in EMC classes has helped in improving the student-teacher relationship for senior classes.



Mala Kumari
12th grade, Najafgarh Government School



Digital EMC

Before EMC could complete its one year, the pandemic struck. To minimize the impact on students, the EMC team had to put entrepreneurial mindset into practice. Digital EMC was the first intervention. The idea was to share simple self-led activities which students can do at home, based on specific EMC themes such as taking risk, dream bigger, effective communication, etc.

These activities were shared through social media handles such as SMS, WhatsApp and EMC. Rohit, an EMC student, shared that the Digital EMC activities helped him share his dreams and plans with his family for the first time.

Live Entrepreneur Interactions (LEI) were a success during the academic year - 800+ interactions happened in the schools, where entrepreneurs visit classrooms, share their entrepreneurial journeys and interact with students. These interactions took on a digital avatar as Digital LEI. Interactions happened with Zoom meetings and were live streamed on the SCERT Delhi YouTube channel.

Live sessions with the students with some renowned entrepreneurs



Mr. Arjun Malhotra
Co-founder, HCL



Ms. Blossom Kochhar
Chairperson, Blossom Kochhar Group



Mr. Abhiraj Bhal
Co-founder, Urban Company



Ms. Sujata Biswas & Ms. Taniya Biswas
Founders, Suta



Ms. Sarita Sarvria
Founder, Express Housekeeper

“

A key takeaway from the Digital LEI sessions was that contrary to the widely accepted belief, the capital was not the driving force for an entrepreneur but will and determination were. ”

Digital EMC now has a follower base of



38,000+ subscribers

8 lakh+ total views



7000+ activity

photos shared



3000+

photos shared

The most recent initiative by the EMC team was Entrepreneurship Mindset Bootcamp 2020. Approximately 350 students enrolled in 14 batches of online bootcamps that were conducted by 8 partner organizations. Udhyam conducted a 6-week-long Entrepreneurship bootcamp for 2 of these batches with 35+ students.

Udhyam is grateful to SCERT Delhi for the opportunity to contribute in this one of a kind initiative, and to Dr. Sapna Yadav for her constant efforts to take the EMC to new heights. We look forward to a lot more innovations and greater impact. The journey has just begun!

** Data as of June 2020*

Partners Speak

“

In a very short period of time, Udhyam blended in with the system very well and worked closely with each stakeholder. That really helped us develop this curriculum in a very scientific manner to finally lead to a high quality output. From creating the Curriculum Framework to developing manuals, running pilots, teacher training frameworks and on-ground implementation, Udhyam has been a key catalyst for the success of EMC.”



Dr. Sapna Yadav

*Project Director, Entrepreneurship Mindset Curriculum (EMC), Delhi
Senior Lecturer, SCERT*

“

The program stood out for its hands-on content on the entrepreneurial mindset and treating the students as mature citizens able to bear responsibility.

Ongoing simultaneous virtual training of instructors and students, first of its kind, is interactive, engaging, and motivating.”



Satyajeet Rajan

*Additional Chief Secretary, Labour & Skills Department
Government of Kerala*

Start Small and Think Big

Ayushi Dubey, a participant from Udhyam's bootcamp batch, says our mentors always said that start small and think big. Every child has a talent and this group helped me understand how to turn my talent into a career. After EMC, I realized I can do anything. Ayushi was once scared about her future. During the bootcamp, she launched her online classes. She wasn't afraid anymore. Without worrying about how successful her classes would be, she was mindfully focused on the planning and conducting them. She said, if I fail, I will try again.





Akshay believes that the only thing that truly transcends beyond human-made boundaries are Universal Human Values. He is driven by the goal of self-actualization for each individual and designing for regenerative systems. He has a firm belief in striking a balance between the Head-Heart-Hand while in action.



Harish is most excited by Udhyam's idea of addressing the 'education-to-career' gap and utilizing one's own strengths based on individual interests.

Turning Haryana Youth into Sustainable Entrepreneurs

Akshay Kumaria and Harish Manwani,
Shiksha Haryana team

With more than 50% of India's population under the age of 25 years, generating employment is a continuous challenge. In 2018, only 29.4% of the 1.5 million students graduating from the 13,000 ITIs across India were found to be conventionally employable.

Building job creators rather than job seekers and promoting self-employment through entrepreneurship seems to be the most promising way ahead for the Indian education system today.

With this aim in mind, Udhyam in collaboration with its knowledge and implementation partner ProBano designed, implemented and evaluated an Entrepreneurship Pilot Program in three ITIs of Haryana. As the program was launched, about 280 Haryana youth learners were on the path of becoming young entrepreneurs sustainably.



Given the pandemic, the program was delivered through online zoom classes, YouTube guest webinars, video tutorials, WhatsApp voice notes, assignments, and other activities.

entrepreneurship course > 120-hour > 3 levels

1 *Basic level*
50 hours over 8 weeks

2 *Advanced level*
35 hours over 6 weeks

3 *Incubation lab*
40 hours over 6 to 12 weeks

The basic program had the simple objectives of



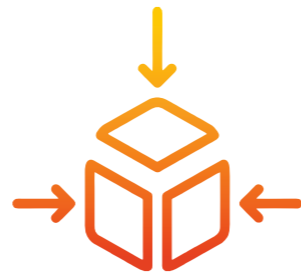
help the learners understand value creation



break myths around entrepreneurship



build an entrepreneurial mindset

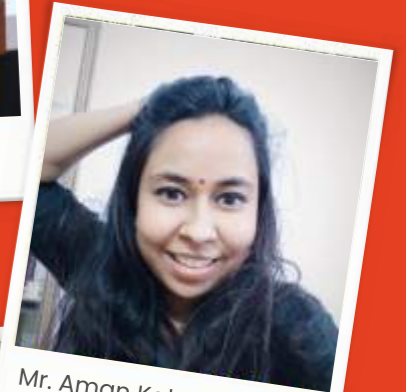


facilitate students to build a Minimum Viable Prototype (MVP) of any product or service

Along with knowledge-based sessions, we conducted real-life story-telling webinars with



Mr. Jairaj Bhattacharya
Co-Founder & CEO, ConveGenius



Mr. Aman Kaleem
Founder of Kahaaniwale



Mr. Mohit Gulati
Co-Founder & CEO, Xooplabs Studio

Students raised a myriad of questions to the entrepreneurs learning from their life struggles. They were vocal about their fears, too. Slowly, the students started talking and ideas started unfurling.

In the Entrepreneurship Advancement Program, learners had to understand the basics of running a start-up

At present, we are planning the Incubation Lab phase where the short-listed business ideas would be turned into long-term sustainability projects, would be given access to government schemes, and would be pitched ideas to the investors.



Students would build their startups in the labs. Whether it be a tailor shop or an online workshop or a pushcart business, this would be the time to take the jump with the mentors' help.

We faced many mindsets and logistical limitations on our journey



Static attendance of the learners due to their regular ITI classes and house chores



Stereotypes creating roadblocks



students not attending the course due to the fixed mindset of doing a job



no smartphones or poor network



unsupportive parents



real-time business being a social taboo for girls



Restricted possibilities during the lockdown



Low peer-peer learning due to the online mode



A disconnected feeling due to digital learning

However, despite the challenges, we continued our classes with an unwavering rigor. We pulled our resources to train ITI teachers to become our incubation lab heads and set up the lab infrastructure. We also released a booklet

DO IT YOURSELF



For You

As per the post-program student surveys,

85% of students

said they wanted to do the program with us despite all the limitations.

In all, **109/120 students**

did not want any change in the program.

280 students joined the basic program

90 stayed actively engaged

61 graduated

moved from the Basic to Advance level

14 have revenue-generating businesses

In the coming year, we plan to reach more ITIs, more students, and aim for an increased presence of students on our path towards turning job searchers into job providers.



Partners Speak



It has been an amazing experience to work with Udhyam in the development and implementation of Career Awareness and Advancement and Entrepreneurship programs for Haryana ITI students from Haryana. Udhyam's attention to detail, research-oriented mindset, empathy, and effective implementation is a great inspiration for all of us working in education sector.

We totally believe in and align with Udhyam's vision to nurture future leaders and entrepreneurs. Working with them gives us a lot of optimism in achieving this vision for the youth of India.



Mr. Aditya Bose

Founder and CEO, ProBano



Archita loves pursuing new ideas, strong collaborations across diverse stakeholders to co-create meaningful experiences that when actioned can enable learners to be confident and independent individuals.

An Experimentation Lab in the Making

Archita Jain, Quality and Scale Lab team

Quality and Scale Lab (QSL) is a space for people within and outside Udhyam who are grappling with problem statements, looking to test hypotheses, need help with research or want to run experiments, build prototypes, test, learn and find answers.

The Objectives of the Quality and Scale Lab



- 1**
- Minimum dependency on teachers or school/college infrastructure
 - Contextualised learning experiences

- 2**
- Continuous understanding of user needs and aspirations
 - Action based evidence - run pilots, iterate and improve based on feedback

- 3**
- Build on existing knowledge base within and outside of Udhyam
 - Rigorous documentation, sharing and communication to stakeholders outside of Udhyam for learning and adoption

- 4**
- Diverse approaches to building Entrepreneurial Mindsets
 - Design and execute interventions across different geographies, socio-economic and cultural backgrounds.

Birth of Quality and Scale lab

At Shiksha, we don't want to stop identifying different approaches to build mindsets, running experiments and learning. That is how QSL was born. We set up a team, thought about goals for the first year and decided to run experiments; and used

successful ones to create models for large scale implementation. Our goal was to come up with 3 scalable models. We had no idea on how to get there - the goal just felt ambitious and exciting! **Penning down some questions we grappled with in the 1st year:**

1

**What is an experiment?
How will we decide to work
on a particular experiment?**

2

What is a model?

3

**At what point do
we decide that
an experiment is scalable?**

4

**How many students have
to go through the experiment
for the team to know that
the experiment is ready
to be scaled?**

We ran 17 experiments in 2019 exploring mediums such as origami, sketching, board games, dance, story-telling, sports, etc. Each of us in the team had learned perseverance, collaboration, getting better with practice, reflection through these mediums and decided to bring our own personal experiences into the design and take them to our partners/students. While we did see student engagement, mindset shift in pockets but were far away from building scalable models. Almost all our experiments were resource heavy, facilitator-dependent, required students/schools to take out extra time outside academics. We realized that at scale none of this would work.

The COVID-19 pandemic hit us before we ventured into the second year. It pushed us to think in ways we normally wouldn't have thought of. We lost complete touch with students at the beginning of the pandemic, and this experience enabled us to re-think about our curriculum design and delivery mechanisms. As a result, some of our current product experiments are designed keeping in mind ease of access for learners, learning experiences that are technology-enabled, student-led and real world.



Currently, as we work on 5 products, our goal for this year is to build 10 products. We are thinking of 6 digital and 4 non-digital products that can be ready for adoption within and outside Udhyam by June 2021. With each of these products, we hope our learners assimilate to learn and work towards their fullest potential.

Current Product Experiments

The journey so far has been exploratory and turning over vague ideas into reality. As we look forward, we hope to cultivate a scientific mindset at QSL for us to see opportunities to learn, experiment and build interventions/products that can truly create and facilitate experiences that enable young people to pursue their potential fearlessly.



CALL-A-KAHAANI

- IVR based storytelling
- Real life entrepreneurial stories
- No internet required
- For an experience call - 80619 33186



U-LEARN

- Whatsapp based learning platform
- Udhyam and Yuwaah (UNICEF) collaboration
- Real world activities
- Gamified learning



LIVE ENTREPRENEUR INTERACTION

- 40 minute direct interaction between students and entrepreneurial people



ONLINE ENTREPRENEURSHIP PROGRAM

- Typically 10 days
- Real world project based learning
- Facilitator led experiential program



SELF-LEARNING E-COURSE

- Self paced learning module
- Product features include - mindsets, Business knowledge components and real world projects

Driving Impact through Design & Assessment

Anshula Madgula, Curriculum
Srishti Gulati, Monitoring & Evaluation

Learning and teaching has evolved greatly in the last few decades. As learning has expanded beyond the physical confines of a classroom, students are transforming from being learners to participators in their education.

Udhyam Shiksha believes that this constantly developing individual's potential must be actualized. Through increasing the value of agency in their lives, we believe that these individuals could lead a fulfilled life. These beliefs guide our program design process.

The ethos of the design lies in our approach to learning and teaching, which rests on the pillars illustrated in the image below.

Udhyam Pedagogic Pillars

Pillars of Learning Approach



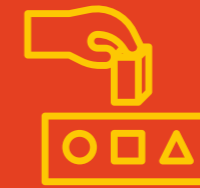
EXPERIENTIAL

learning by reflecting on personal experiences



PARTICIPATORY

co-creating learning with the participants



CONSTRUCTIVIST

actively constructing knowledge for sustained learning



Anshula believes that every individual has innate and diverse capabilities. She has a deep interest in understanding young people's motivations about learning, and the social contexts in which they make choices.



Srishti believes in the power of data to drive effective programs. She is passionate about educational equity and preparing the learners of today for the world of tomorrow.

Contextualizing Program Design

The program works on building the mindsets of Grit, Independence, and Self efficacy, which strengthen an individual's self-awareness. A crucial step in ensuring robust outcomes towards these is creating curriculum with a core focus on the living context and developmental desires of the participants.

For instance, most individuals come to ITIs to learn a trade and for access to the job market. Since communication is key to any job, our ITI programs are anchored in using tools like interviews to build deeper awareness of strengths in the participants.

Udhyam Levers for contextualization



DEMOGRAPHIC FACTOR

- Education background
- Access to Market and Employment Opportunities
- Economic Realities



NEED AND INTERESTS

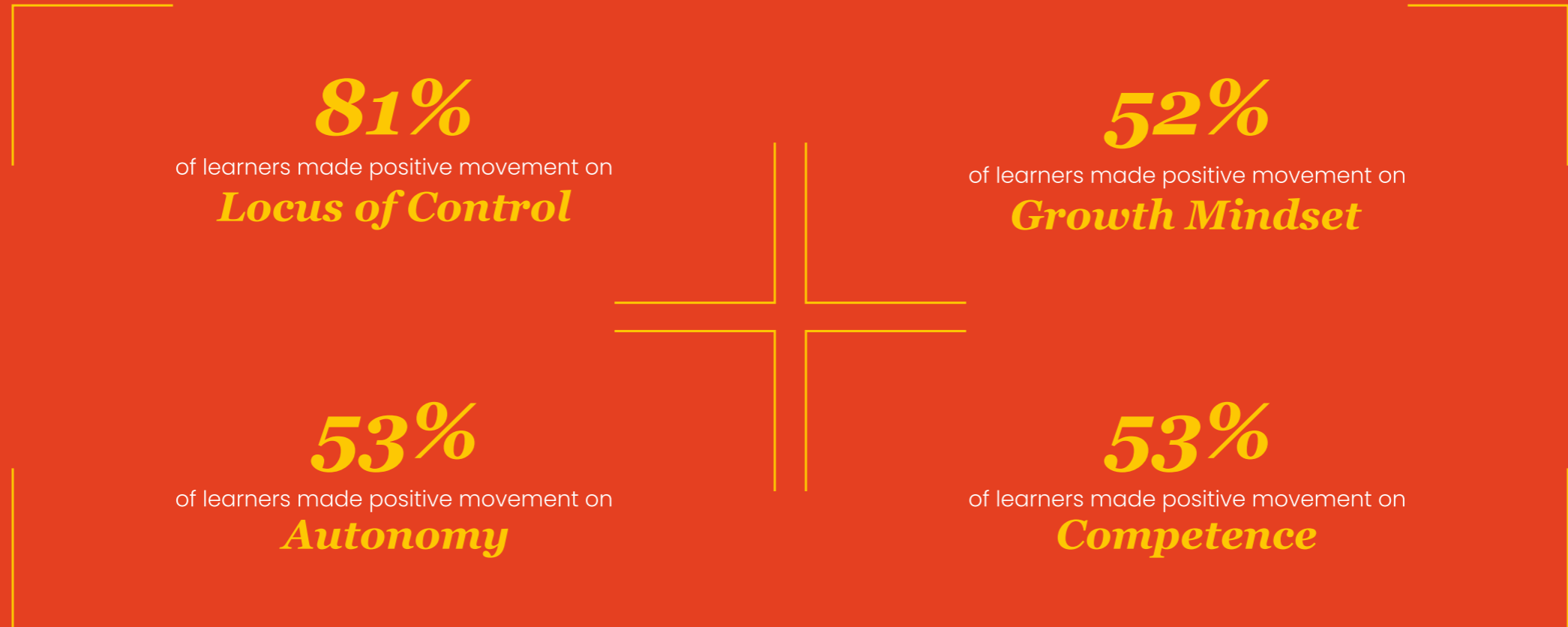
- Dreams and Aspirations
- Psycho-social needs basis age and gender



LEARNING STYLES

- Bodily Kinesthetic
- Visual
- Inter-personal
- Intra-personal
- Linguistic

The data from our Kerala pilot program with ITI learners showed the following

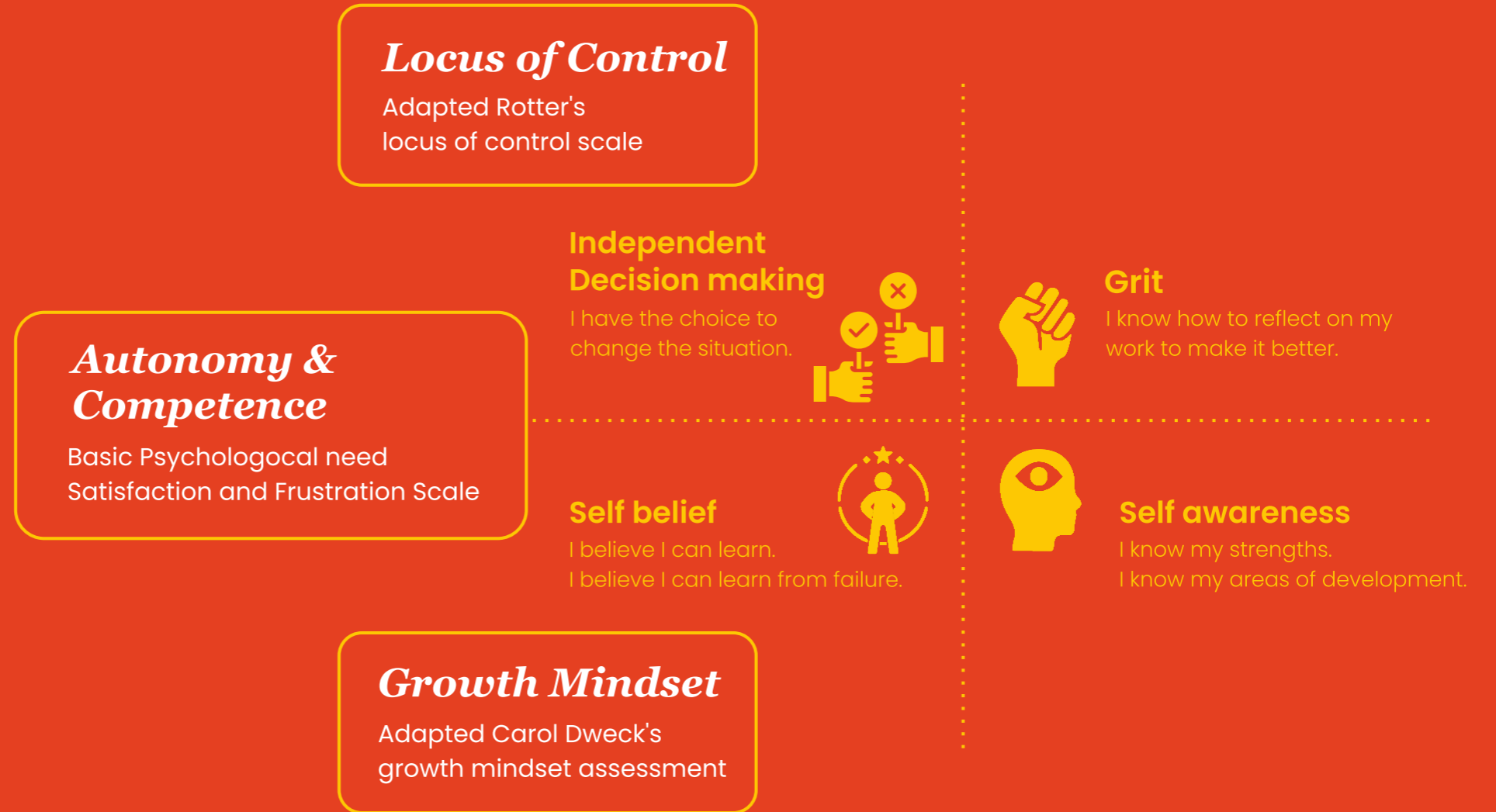


The Monitoring and Evaluation framework assesses the needs of the learners and tracks observable shifts in behavior.

Assessment Robustness

For the purpose of understanding how participants think, the assessment system comprises validated psychometric testing for the following competencies:

Here is how the competencies align with the mindsets the program works on:



*Currently in our small and mid-sized programs we track the delta on these mindsets by administering these surveys before and after the intervention.

**In the coming year, we are working to put together a competency framework aligned to all the mindsets and skills we work on to track progress during the program.

Facilitators as Champions

The program's method of delivery becomes a decisive vehicle to transmit the essence of the content. We believe that someone who holds this sacred power is a facilitator of experiences.

Our facilitator development programs focus on not only the theories on facilitation but also encourage discussions on developing a belief in every participant's achievement.

For instance, data across ITIs in Haryana showed that students were measuring their self-worth through their physical appearance. Facilitators of those programs were supported to spark discussions on positive self-image by focusing on innate abilities.

The data tracked in the Haryana project highlight the percentage of participants showing a positive movement on the following facets:

Locus of Control 45%

Growth Mindset 47%

Autonomy 31%

Competence 45%

We hope more and more young people have the capacity to make free and informed choices. With the power to enable this, comes great responsibility. Through our integrated approach of design, assessments and facilitator development, we hope to continue creating a launchpad for young people to discover, fail, learn and grow.

Udhyan

••• Youth Engagement •••



Enabling Youth to be Fearless

Sheetal SM, Youth Engagement Lead

Udhyam Youth Engagement (UYE) aims to equip youth (14-25 years) with the skills to optimize their learning and growth opportunities, and enable them to make informed, fearless choices in the long run.



Our process is simple:

Need analysis: understand and evaluate the needs of the youth by connecting with them.

Design interventions: to support youth to build awareness and a space for growth and learning, by sharing resources, ideas, opportunities and more.

Deliver interventions via face-to-face engagement and social media platforms.

We have enabled youth to run small-scale profitable businesses, projects, and inspire them to create social youth-led initiatives.

Through our interventions, we motivate young learners towards a self-sustaining livelihood. So far, we have had

80 intervention achievements.

Some of our youth have found jobs as sales executives and tele-callers, pursued higher education, opened provision stores, become home loan advisors and even started an apparel boutique!

UYE has approached the Kerala Government for running our Career Awareness Program for the 9th and 10th grade students from 1000 schools. We are hopeful & looking forward to a fruitful collaboration.

We strive to enable youth to apply the learnings imbibed from their institutes and organizations in the real world and achieve personal & career growth.

OUR PARTNERS



Empowered to run small-scale profitable business projects

"Udhyam Youth Engagement helped me make money from my art, Origami. It gave me the confidence of putting my talent into livelihood. Now my art has started earning for me."

Dimple KP, Alum from Deeksha, Bengaluru



Udhyam

... Vyapaar ...





RK is passionate about entrepreneurship. Prior to joining Udhyam, he was the HR director for Systems and Analytics at Flipkart

Moving from Intention to Intervention - Our Evolution in Pursuit of Scale

Radhakrishnan, Vyapaar Lead

“

Over the last year, our operations at Udhyam Vyapar have evolved quite a bit. This shift is analogous with the scale of impact we have created - we moved from helping a few tens of vyapaaris to a few hundreds of vyapaaris. ”

When we started Vyapaar two and a half years ago, the most significant inputs we had were intent and a belief that we will somehow help vyapaaris earn more. We didn't have any specific notions to offer them.

We didn't even have a pitch, neither a good story to tell nor a convincing reason for a vyapaari to try our suggestion. As one can imagine, most of our early approaches were not received well. The more outspoken vyapaaris would even say "What is in it for you?"

Well, we have had quite some journey from those early days. During the last year, we have become well-versed in interventions - many of which have been tremendously successful.

What is an Intervention?

An intervention is a well-defined and tested input or change to the business.

We understand the businesses that would benefit from the intervention. Then we prototype. And an increase in business income or another beneficial outcome is validated before we roll out the idea.

Some of the interventions that we are proud of are as follows:



1. Savings Box

Helped inculcate savings habit in 149 nano entrepreneurs



3. LPG-based IronBox

By shifting from coal boxes to LPG increased iron-wallahs' income by 27%



2. Solar and Lithium-Ion-based Lighting

Provided 113 unregulated businesses with solar lighting



4. Entrepreneurial Mindset Transformation Training

Increasing self-belief, problem-solving in vyapaaris through experiential training

In hindsight, it is easy to list various aspects that have come together to create a successful intervention. I am glad to say that over the last one year, Vyapaar, as a team, has become well-versed in the speculative process of developing interventions: starting from the germ of an idea to pitching, to field testing, refining, validating the impact, and curating a successful intervention.

The journey ahead from now on is to find new interventions given the new circumstances, and more importantly, figure out ways to scale interventions to make them work for hundreds of vyapaaris initially and further to thousands of vyapaaris.



Jumping into the Battlefield with Our Vyapaaris

Karthik Bhaskara, Products team

Karthik is passionate about urban sustainability, which he feels is a combination of ecological viability and social inclusion. Karthik connects with Udhyam since his work here directly translates to social inclusion. He also believes that entrepreneurship in the strongest force of change in today's world

In his free time, he works on creating products and techniques to improve urban ecological sustainability

Set up in January 2019, the goal of the products team at Udhyam Vyapaar was to use interventions – a well-defined, tested, and profitable change to the business – to grow the earnings of 50,000 nano entrepreneurs by June 2021.

Udhyam's product team adopted Vyapaar's design-thinking culture early on – understand the business owners' problems and needs and help them in human-centric ways. Empathy would be the core of our efforts.

The team jumped into the scene of action and spent months on the ground – several hours a day – observing nano entrepreneurs, talking to their customers, and even taking over the work for a few hours. **While our associate Rahul spent three months with the pushcart ironers, others worked in the field with sari sellers, tailors, street vendors, chai wallahs, and other non-regulated businesses.**

With time, the team not only started understanding the limitations of small businesses but also got insights into the entrepreneurs' mindsets, aspirations, and personal backgrounds.

We found that most nano entrepreneurs share some deep-rooted logistical and emotional limitations and drives.

Most business owners



didn't have essential utilities such as electricity and water



couldn't even ask for basic utilities as they **didn't have a legal vendor's license**



were financially insecure and borrowed money from **informal money lenders** at exorbitant interest rates (as high as 20% - often)



couldn't approach **formal financing** due to their non-regulated nature

However, even while struggling with the basics, all entrepreneurs had a strong sense of upward mobility.



We have struggled all our lives. But we want our children to do better than us. ”

Our nano vyapaaris said in unison.

Loaded with insider information, our team quickly started designing impactful interventions.

We started with providing off-grid solar lighting systems to nano entrepreneurs so that they could have their businesses open even after sunset.



We have now even got the evening clientele which we were losing out on previously. ”

One kirana store owner told us.

Within one year, we had equipped



113 businesses with solar lighting systems.



Udhyam realized that the money-borrowing problem could be solved by the entrepreneurs themselves. To make nano entrepreneurs financially secure, we encouraged them to save daily instead of spending all their money.

The incentive was loud and clear: No more borrowing at unreasonable interest rates.

Method: As conventional saving instruments like banks seemed alien and inaccessible to our small vyapaaris, we provided piggy banks and encouraged them to put little money in it every day.

“

Don't open the box without an emergency”

we said.

Through the course of the year, we helped 149 nano entrepreneurs inculcate daily saving habits. One Vyapari refused Udhyam's COVID relief grant during the lockdown as he had enough savings.

In the pandemic, we are continuously creating product-based interventions for our nano entrepreneurs. Constrained to work remotely, we created project 'Sahayata' to attract financial support from organizations such as McKinsey. With the external help, we provided a grant of Rs. 5000 to 400 small businesses for sustenance - 2000 lives were impacted with one idea.

“

Now our vyapaaris confide so much in us that they call us even in the tough pandemic time to discuss their personal problems. My team members, Rakshith, Arjun, and I helped deliver a donated wheelchair to a vyapari whose wheelchair was broken and he couldn't repair it.”



A graduate of Kellogg School of Management, Rahul is an early team member of Udhyaam Vyapaar. He works with micro-entrepreneurs to help scale their businesses through mindset and product interventions.

How One Sustainable Intervention Increased Ironer's Income by 27%

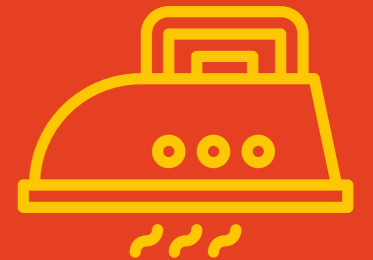
Rahul Jayaprakash, Interventions

I joined the Udhyaam Vyapaar team in June 2018. The few months old team only had three members then.

Our Vyapaar team was driven by a sole aim - we wanted to see small business owners in India scale and succeed. Inheriting Udhyaam's design-thinking culture, we started spending time with nano entrepreneurs to understand their businesses, recognize their problems, and solve them.

Our team and Saathis - college hires with degrees in social work - spread around Bengaluru. We jumped on the ground with push-cart ironers, chai sellers, tailors, small shop owners, and other micro-businesspeople to grasp their needs, aspirations, and issues.

After months of fieldwork and several failed experiments, we realized that the problems of these small businesses change from business to business. So while a tea seller would be trying to save milk from getting spoilt, a tailor would be worrying about a nightly rat-raid in his shop. To bring an impact, we needed to create business-specific solutions.



Out of all our work, our intervention with Bengaluru pushcart ironers has been the most successful and promising. We closely observed about 5000 ironers out of their total population of over 40,000, most of who have migrated from Tamil Nadu and now live in Bengaluru.

The team wanted to understand "how to increase the income of non-regulated pushcart ironers?".

After spending about four months with the pushcart ironers, befriending them, and talking to their families, we identified four key hurdles in their growth:

- ***idle time of ~ 2.5 hours***
while waiting for coal to dry and heat
- ***fly-ash accidentally***
creating holes in clothes
- ***health implications***
arising from close contact to burning coal
- ***inability to dry coal***
in the rainy weather

Armed with the right problems, we researched fuels that could replace coal. The team stumbled upon a video of an ironing business from Delhi which was using Liquefied Petroleum Gas (LPG)-powered iron box.

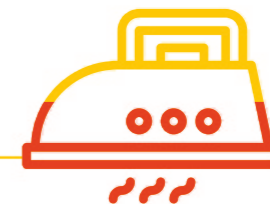
LPG could solve all our four problems. The LPG-fueled iron box heats up in two minutes, creates no damaging residue, is more fuel-efficient, has no health effects, and is easier and more convenient to use.

This was a groundbreaking moment.

#Coal2LPG



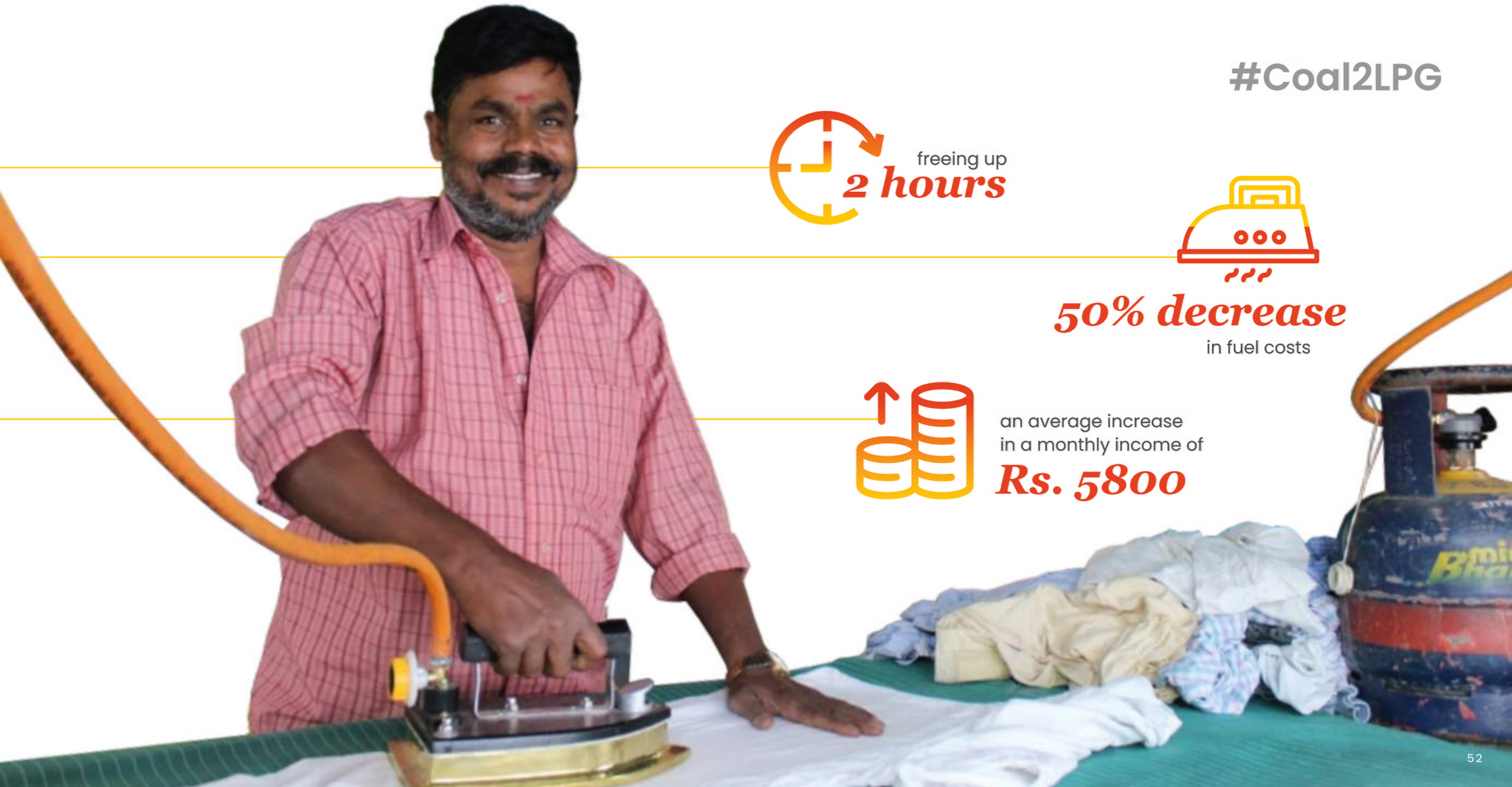
freeing up
2 hours



50% decrease
in fuel costs



an average increase
in a monthly income of
Rs. 5800



We provided a few iron boxes to our iron-wallahs to try. The weight would have to be reduced, ironers told us. These iron boxes have a plastic handle but we have only worked with wooden handle for decades, iron-wallahs said.

We coordinated with the ironers and the manufacturer to co-build an LPG-based iron box as per the ironers' specifications. After the production, more than 500 pushcart ironers switched to LPG-powered iron boxes.

Based on an impact study conducted in February 2020, the new iron box increased ironers' productivity by freeing up ~2 hours, a 50% decrease in fuel costs, and an average increase in a monthly income of ~Rs. 5800.

The tremendously successful Coal to LPG initiative is a big achievement for a young team like ours; and we plan to scale the LPG boxes to the iron-wallahs across India in the coming years.

“

With the press-wallahs I learned that empathy is core to solving business problems. By incorporating the "invaluable wisdom" of the vyapaari in the solution creation process, we can multi-fold our solutions' impact.”

“

I have been ironing using a coal box for 15 years. For the past month, I have used this LPG-based ironing box. I'm saving two-three hours a day thanks to it. In that extra time, I can now iron extra 30-40 clothes. Moreover, there are no pollution problems, dust allergy, and the finishing is good”

says Sakthi Murugan, an Iron Wallah working out of Cooke Town.



saving 2-3 hours a day



iron extra 30-40 clothes



no pollution problems
or dust allergy



good finishing

Partners Speak

“

We have benefited immensely from Udhyam's design-thinking approach towards providing systemic intervention in the lives of micro-entrepreneurs.

As we discovered during Project Unnati (#Coal2LPG Initiative for Istri-wallahs), their holistic approach towards the well-being of the entrepreneur has resulted in significant impact and trust.

We look forward to being partners and helping Udhyam in its mission to make entrepreneurship mainstream. ”

Shailesh Dixit

Co-Founder, Gromor Finance



Entrepreneurial Transformations Through Simple Activities

Ravali P, Capabilities team

When we conducted our first few pilots on group-based learning interventions back in late 2018, we couldn't have imagined the shape that the 'Entrepreneur Transformation' program would take.

Entrepreneurship Transformation (ET) was a program under which we conducted learning and entrepreneurship mindset development group sessions (15-25 people per group) with vyapaaris running nano businesses.

We wanted to learn/understand,

"How might we create structured learning spaces for nano entrepreneurs so they can step back from their everyday business operations and chart out new growth paths for their businesses?"

Assisted by the pilot sessions and many conversations with a myriad of micro and nano business owners, we prototyped various forms of learning content and experimented with delivery methods.

Participants engaged more in activities analogous to their business setting. Hence, we delivered content through kinesthetic learning experiences.

Ravali cares deeply about social justice, and the amplification of the voices of marginalized groups in mainstream spaces. She believes that operating with a systems approach along with a cognizance of diverse contexts is our best hope for sustainable social change.

Group Spaces

	Peer Learning
	Systemic interconnectedness of issues
	Contextualized support

We developed proxy indicators to measure the program's impact and collected post-program feedback in multiple ways.

An internal study conducted in January 2020 with a group of 20 women - all nano home-based entrepreneurs - highlighted the following impact of our program:

79%

of the participants have seen an income uplift

81%

of the participants tried new things in their businesses

76%

of the participants saw an increase in the number of customers

52%

made additional investments for marketing

67%

started saving money systemically

90%

started maintaining some form of accounts

62%

added new products to their business

A Frame of Mind

“

Earlier I wouldn't even have twenty rupees for a packet of milk. Now I could just use my savings without having to take an expensive loan. Udhyam's mindset development and other trainings have taught me that anyone can make progress if they have the courage. ”

Our vyaapari, Shabreen Bhanu says with a smile.





Enabling Our Vyapaaris Digitally

Varatha considers himself a changemaker and is on a mission to enable plenty others to become changemakers too, to co-create a better world where human beings prosper inclusively and sustainably in tandem with our planet. In working with Vyapaar, Varatha sees an opportunity for enabling a systemic change in commerce of the commons, redistributing income, wealth and all the simple good things in life for the masses.

Varatharaajan Vengadesan, Finance interventions team

“

We had just witnessed something remarkable! What we considered to be silly and impossible suddenly became real. We had ended our first ever Zoom meeting with 15 of our vyapaaris.”

Even before the government mandated lockdowns, Vyapaar had suspended all fieldwork. Since the lockdown, our entrepreneurial group sessions (ET sessions) were put on hold. The pandemic pushed Udhyam Vyapaar's operations into a black hole.

Suddenly, we found ourselves isolated from the epicenter of our work, our vyapaaris.

Without meeting vyapaaris what would Vyapaar do? We asked each other daily over the phone.

With the advent of the second lockdown, we understood that we will have to find ways to stay connected with vyapaaris and continue their entrepreneurship learning – now more than ever so that the micro-entrepreneurs could sustain themselves in the downtime.

The first vyapaari Zoom meeting was an experiment.

"Our vyapaaris aren't tech-savvy. Would they understand what we say over screens? Vyapaar team pondered.



On the Zoom call, our vyapaaris came out as heroes though. Some figured out Zoom by themselves with the help of a 1-minute demo video. A kirana store and an artificial jewelry business owner joined with a little handholding. Some called their friends and shared the phone.

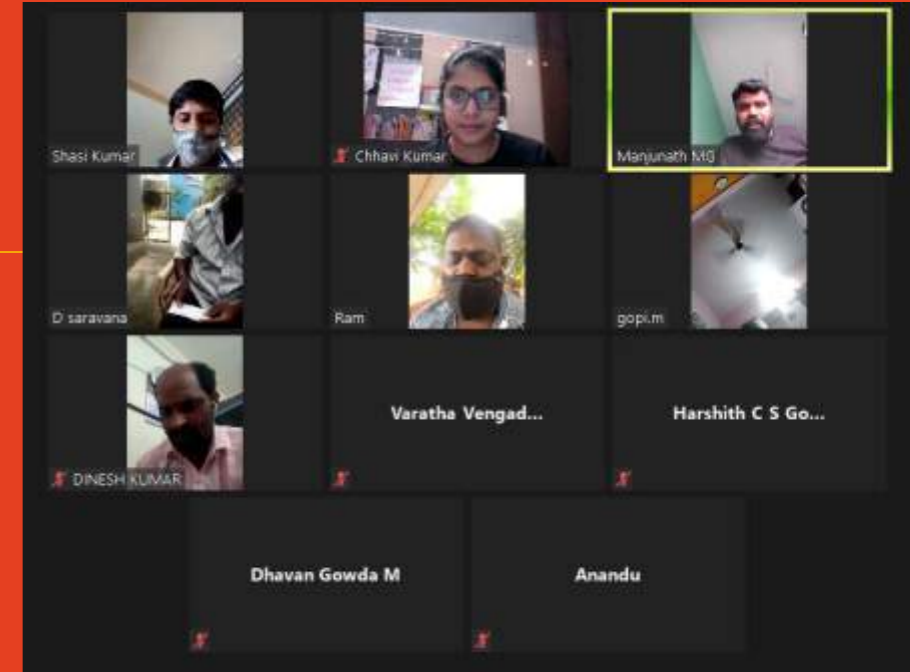
Since the first video call, Vyapaar has engaged with nearly 100 vyapaaris over various digital mediums. We have conducted online sessions across all programs under Vyapaar.

Despite the logistical, cultural, and mental hurdles of not having a smartphone or perceiving it as only a means to personal entertainment, women having restricted access to family-shared devices, unable to afford big data packages or hesitant to spend money on the internet – vyapaaris now use their smartphones to receive business grants through digital apps and call their peers to inspire them to set goals and restart businesses.

Challenges aside, the vyapaaris who joined us digitally have come back to us with empowering stories.



Should we talk about Indira who pivoted her fancy cloth store into a sari business that went down in COVID? Through our sessions, Indira learned that she could source saris through the Indiamart application. She invested Rs.65,000 and made a profit of Rs.20,000. ”





Or should I tell you about Nazeema, our highly motivated vyapaari, who runs a beauty parlor and sells clothes. Nazeema was the first one to try all the tools we introduced in the digital sessions and now creates product catalogs, markets them on WhatsApp, and uses Khatabook application to manage her credit accounts. She is now a facilitator for one of our online sessions. ”



We also have Ruksana Begum who used Google Maps to find gold jewellers and got loans at a lower cost than from her local moneylender.



Boosted by tremendous results, our efforts haven't stopped.



Our team is nudging digitally-enabled vyapaaris to teach others in their families and communities.



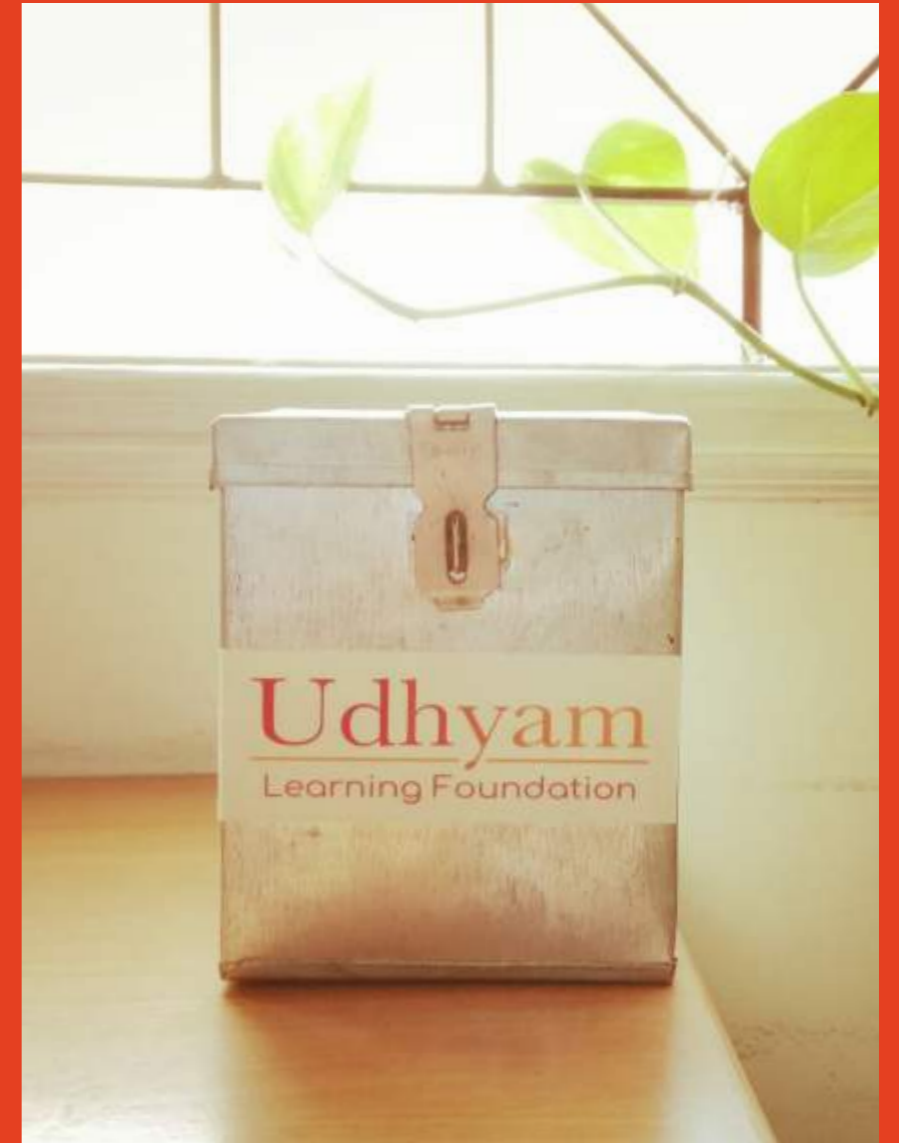
We are co-discovering apps and using cases of apps that could significantly shift our vyapaaris' incomes and hence their lifestyles.

The way forward for us is to learn from what has worked and apply the learnings to make tens of thousands of vyapaaris digitally enabled.

From Loans to Savings

"I used to make a profit of Rs. 4000-5000 most of which would go in repaying debts. After Udhyam's training, I earn up to Rs. 10,000 per month. I save monthly and also repay my debts from this amount," Firdouz, a 37-year-old entrepreneur from Bengaluru tells us.

Even with financial aid from the Lifeline trust, Firdouz didn't know how to scale her retail cloth and jewelry business. Inspired by Udhyam's trying-new-things training, Firdouz started selling her products online on the e-commerce platform, Meesho. She got more customers and her profit doubled in 1.5 months.



Our Vyapaar Associate Program

Mehvash Arslan, Vyapaar Associate Program Lead

The Vyapaar Associate program in the words of one of our associates, Chhavi, is a space where **"one has the freedom to try out new things without the fear of failure."**

Started in 2019, it is designed as a launchpad for individuals passionate about a career in the impact sector. For Aman from the first batch it was **"an opportunity to interact with a lot of professionals from the dev sector and understand the kind of work happening in the same space."**

The program, which runs for 1-2 years, is spent working on projects with different interventions geared towards developing an in-depth understanding of each of these areas of work. It gave Aman **"a very grounded experience on the realities in the community"** he was working with **"and the freedom to operate and experiment within the project."**

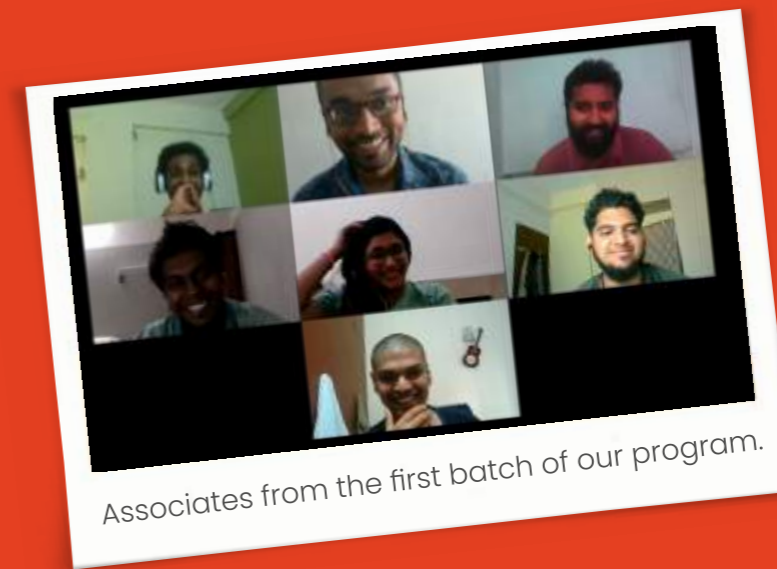
The Passion Project is an opportunity to learn more about what drives them as individuals, where their passion lies, and how to put that together with what they're good at to create meaningful, long-term impact. For Chhavi, this was a **"nudge to explore education space in India"** - a long-standing area of interest.

Chhavi believes the Associate program has helped her **"get closer to my full potential, just like we help our vyapaaris."**

With our first batch of Associates finishing this year, we are very excited to see what the future holds for them.



Mehvash is an early team member with Udhyam Vyapaar. She works with micro-entrepreneurs to help them scale their businesses through product and mindset interventions.



Associates from the first batch of our program.

* Chhavi and Aman are Associates from the first batch of our program.



Deepa is passionate about working with the bright, enthusiastic people with a strong sense of purpose At Udhyam. She resonates with Udhyam's belief of building a "Can DO" attitude - a liberating mindset that empowers people to make their dreams come alive, in everyone.

Small Team, Big Ambitions

Deepa Kuncheria, Human Resources Lead

“

Udhyam is a small team with an audacious dream - we want to build a socially and economically empowered India. We want to turn our students from job seekers into job creators and our entrepreneurs to be resilient and successful.”

In the recent pandemic times, when India saw its largest people migration since the partition, nano entrepreneurs were rendered helpless. And the question loomed above our head - Why does the majority of India struggle in a crisis?

We believe we can solve most of the education and unemployment problems by inculcating entrepreneurial mindsets. Our ambition became even stronger.

Everyone has the potential to develop the right mindsets and skills. As a child can learn to speak any language, a young student, if fostered well, can become an entrepreneur early on and create jobs for others. If a small garment factory worker can get into tailoring, then run a giant copper organization, and get Padma Shri (our very own Ms. Kalpana Saroj), then why can't other small business owners scale?

Udhyam wants to provide opportunities to the youth to help them dream, nurture their minds, and build skills. We wish to give the right exposure, learning, and technologies to our vyapaaris so that they don't just stay afloat but grow constantly. And the success stories of ironing, tailoring, and other micro-entrepreneurs who started small businesses in the pandemic and made them profitable show that given the will and a little help anyone can thrive even in tough times.

How does Udhyam rise to the challenges that opposite-minded institutions, society at large, and people throw in front of us?

The answer lies mostly in our secret (not anymore though) that we don't hire for degrees or titles at Udhyam.

Udhyam hires for mindsets and competence.

We want people who



demonstrate ownership



result-focused



willing to learn



open-minded

With the right thinking, we have been able to thrive even during the lockdown.

When the pandemic hit India, several Udhyam employees volunteered to fight alongside our vyapaaris and learners while dealing with the pressures of the changing environment themselves.

Teams found a new direction, invented new solutions, and demonstrated grit. We collaborated with McKinsey to raise Rs. 5,000 each for our 400 vyapaaris. We raised funds to help learner families in Gadag. Employees took voluntary pay cuts.

The experimentation mindset that we seek and promote widely at Udhyam helped us solve unprecedented problems and kept us on the right track.

"The culture at Udhyam has taken away my fear of failure - I'm willing to take a risk and try." These words of a dear colleague summarize Udhyam's vision for everyone.

**At Udhyam, we do not say that we failed 249 times.
We say we are 249 ways closer to finding the right solution.**

Are you with us on our journey of nurturing potentials?



Supporters Speak



“

The future of India's economy and a possible solution to unemployment lies in mass entrepreneurship. Udhyam is enabling, empowering, and embedding the spirit of entrepreneurship in the minds of Indians, most with no formal training, by harnessing their true potential. What it results in is grassroots innovations that can change the trajectory of millions of lives by turning job seekers into job creators. A revolution of this magnitude requires concerted efforts from various fronts and the team at Udhyam is creating and nurturing the right mindset that can scale this to the next level! ”

Binny Bansal *Co-founder, Flipkart*

“

Last year saw Udhyam's dreams come true in the form of development: both in terms of impact and scale. Udhyam Shiksha experienced scale with its presence in 5 states. Udhyam Vyapaar evolved from intention to intervention. It worked with over 500 nano entrepreneurs and see real impact such as income uplift upto 27% in one of our interventions such as #CoalToLPGMovement. We are now looking at these interventions turn into mass movement so that millions of vyapaaris across the country benefit. ”

R. Natarajan *Co-founder, Foundation Partners LLP*



Partners Speak




Udhyam has been one of the key partners to design and implement the Entrepreneurial Mindset Curriculum (EMC) in government schools across Delhi.

Given the unique intention of the program, its experiential and practical nature, I think that it is by far one of the largest education reforms that India has witnessed.

We have already seen students' mindsets change with stories emerging of how some of them have taken charge of their lives even under the most difficult conditions of COVID-19.

In just one academic cycle, we are witnessing entrepreneurial mindsets develop in not just students but various other stakeholders of the program.

We have also started seeing changes in the way our teachers teach; adopting a more engaging and collaborative approach with all students being encouraged to participate in the class.

We thank team Udhyam for all of their efforts in our endeavour to create future job creators who will help realise the dream of a vibrant nation. 



Manish Sisodia

Deputy Chief Minister, Delhi

Donors Speak



Entrepreneurship is a key to independence, our school curriculum focuses too much on bookish knowledge. Udhyam with its teaching model based on entrepreneurship is equipping young minds to express their true potential. I had the privilege of being one of the first few to address these children and since then Udhyam has come a long way. ””

Ramesh Shah *Founder, RK Group*



Job creation at all levels will be the single most critical game changer for success for India as a country. And, we at Accel have always welcomed initiatives that nurture the entrepreneurial mindset. Udhyam in our opinion puts the two together and makes it a natural fit for us to support. Additionally, the long association with their founder makes it an effort we fully trust & therefore wanted to put our brand behind. We are absolutely inspired by their work and share their belief that tomorrow belongs to the people who constantly strive to unlock the best versions of themselves. ””

Subrata Mitra *Partner, Accel Partners*



Come, join us in our journey.

contact@udhyam.org

