

# The Udhyam Quarterly Newsletter



This year, we celebrate our sixth anniversary!

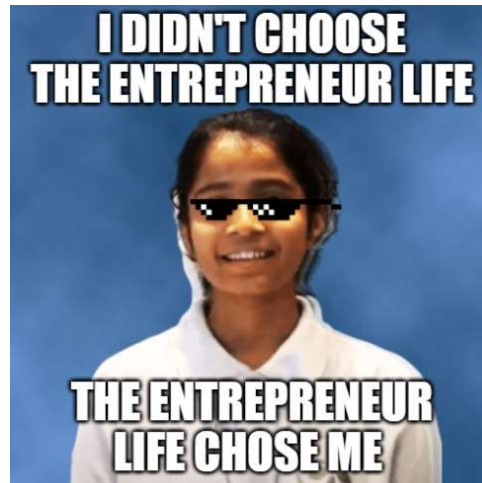
Watch the video above for a fun glimpse of the team wishing us a happy birthday.



Our journey began with a simple yet powerful idea: to enable every individual to unleash their true potential, regardless of background or circumstances.

Since 2018, we've impacted **over 16.5 lakh** students across India, and tens of thousands more nano-entrepreneurs (vyapaaris), school and ITI teachers, administrators, parents, and community members.

Before we go further, here's a message from our young entrepreneurs.



## Andhra Pradesh: A celebration of learning by doing

Students showcased their grassroots innovation and social projects from the **Entrepreneurial Mindset Development Program (EMDP) in Andhra Pradesh! With a rollout in 4776 Schools, this is one of our key large-scale programs.**

We celebrated student success through a state-wide expo with partners Reap Benefit, MakerGhat, & Aflatoun International and supported by Amazon. Students showcased their EMDP learning through grassroots innovation projects, evaluated by a committee of 30+ SCERT faculty. A diverse group of guests, including senior officials, entrepreneurs, partner organizations, and school students attended. The winning ideas from these 9th grade students were a tank water level controller and food supply to pets through a missed call.



## Kerala: Entrepreneurship begins with a LEAP of faith!



Shebin Sha & Jaseer Khan, two young entrepreneurs from our pioneering student-led Leveraging Entrepreneurial Action Program (LEAP) program in Kerala, turned their dream into reality by opening a **board gaming cafe** in Trivandrum. They've designed and built all of it from scratch, thereby utilising the skills they learned in their ITI program.

The cafe operates from 6 pm to 12 midnight, which allows them to work jobs during the day and invest their savings into their passion project.

**The LEAP program reaches over 30,000 students in Kerala through 104 ITIs and aims to create more job creators in the ecosystem.**

## Chennai, Bangalore: More success for the Istri Project

**It's been three years of the Istri Project in Bangalore, and we've recently launched in Chennai.**

## **PRESSING FOR CHANGE** Istri Project and its Impact



The Istri Project



**4000+ istriwalas in Bangalore & 1300+ in Chennai have shifted to LPG iron box**



**100% of the vyaaparis using the LPG iron box recommend it to peers**

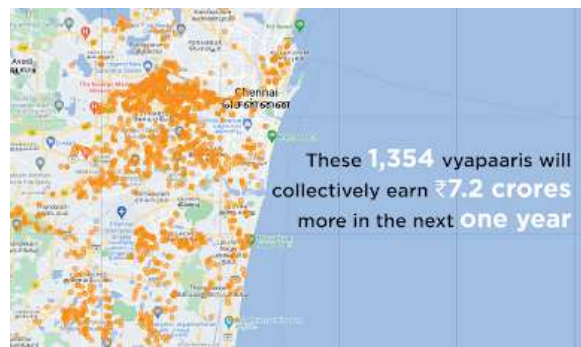


**5000+ vyapaaris across Bangalore & Chennai will earn an additional 25cr in the next year**

Here are some highlights of the resoundingly successful Istri Project:

### Chennai

- Over 10% of the addressable market upgraded to LPG iron boxes & 1,350 ironing vyapaaris were impacted
- 90% of vyapaaris are using the iron box regularly
- 20% of the vyapaaris who shifted to LPG iron box testify to having more time for additional employment



## Bangalore

- Nearly 4,000 ironing vyapaaris, i.e. 57% of the addressable market, shifted to LPG iron boxes
- 100% of the vyapaaris who shifted recommend the LPG iron box to other vyapaaris
- 50% of all the shifts to LPG iron box happened organically outside the program
- 16 active retailers in Bangalore are regularly stocking & selling LPG iron boxes

In the coming months, we aim to continue building awareness and an ecosystem of key stakeholders to organically upgrade the remaining coal ironing vyapaaris of Chennai and Bangalore to superior LPG iron boxes. Write to us at [brand@udhyam.org](mailto:brand@udhyam.org) if you would like to partner with us or need more information.

## Haryana: Helping ITI students sustain their entrepreneurial efforts



**Here's the story of Archana, a student entrepreneur from the Udhyami Haryana program, on her remarkable feat of turning her innovative idea into a successful business.**

Our program in Haryana supports ITI students on their journey toward sustainable entrepreneurship.

## Uttarakhand: Ninth grade students using entrepreneurial mindsets to drive change in their villages



## PROBLEM

The Challenge of Unemployment  
बेरोजगारी की समस्या



## SOLUTION

By developing entrepreneurial mindsets, we'll be better at the work of raising animals & doing farming in our own homes & villages..  
आईडिया यह था कि हम उद्यमशील मानसिकता का विकास कर अपने घर गांव में पशु पालन, कृषि कार्य कर सकते हैं।



## PROBLEM

Litter Problem  
कूड़े की समस्या है



## SOLUTION

Garbage will not be thrown everywhere. We'll keep dustbins at different places on the road & people will be made aware of the consequences of littering.  
कूड़ा इधर नहीं फेंकेंगे | सड़क पर अलग-अलग जगह पर डस्टबिन रखेंगे और लोगों को गंदगी के प्रति जागृत करेंगे |



***"If the Koushalam program shuts down, just share the curriculum with me. I'll learn by myself, discuss doubts with my teachers and teach my siblings and friends too,"*** said a Koushalam student from Uttarakhand to an Udhyaam team member.

Koushalam is our entrepreneurship mindset school curriculum in Uttarakhand. The program currently reaches 388 schools and 14,000 ninth grade learners in the state.

Program students have been fearlessly going out into the real world and putting their learnings from the curriculum into practice: including getting a new road built for their village. Now that's change from the ground up.

**Our work with partner organisations:  
#MakingBharatEntrepreneurial together**

- We are partnering with Sattva to roll out the entrepreneurial mindset school program in ~30 schools in Karnataka.
- In partnership with Rotary Club of Bombay, the mindset curriculum program, including a component where students get seed funding for their projects. This has been rolled out in two schools and two colleges.
- In collaboration with YouthNet in Nagaland, we're building Entrepreneurship Development Centers (EDC), labs where students will be able to study the curriculum and get seed money for their business ideas. Sixteen centers are being set up, one in each district of Nagaland.
- In Manipur, Amyaa is our NGO partner in implementing the EMC in five schools.
- We are also starting work with partners in Pune and West Bengal.

**We're looking to scale further;**  
**Write to us at [partnerships@udhyam.org](mailto:partnerships@udhyam.org) to partner with us.**



## In the Spotlight



The best way to get to know Udhyam is through our work & our people. 🧑🏻🧑🏻 This month, the spotlight's on **Adrija Roy**.



### **Adrija and her work with Udhyam**

Adrija is a development sector professional with over four years of experience with entrepreneurship. A core member of our Monitoring and Evaluation team, her work encompasses tracking our projects, their reach and their outcomes, as well as conducting research for implementing tools and reporting impact through a central organizational lens. **Her favorite thing about her role is the sheer novelty and dynamism of education research and data.**

She became a staunch advocate of the importance of data-based decision-making during her time helping to set up sustainable micro and small enterprises in Odisha. Luckily, this is at the very core of how Udhyam functions.

### **There's more!**

She has a keen interest in environment and wildlife and has published papers on the anthropogenic impact from eco-tourism on the natural environment in various national parks of Maharashtra and Madhya Pradesh. Anything that walks on four legs or slithers on the ground invokes a deep feeling of protectiveness in her.

When not working, Adrija is an avid reader with a weakness for thrillers & also (tries to) write small pieces of fiction to give an outlet to her vivid imagination.

### What is Adrija doing right now?

Adrija is currently enjoying life to the fullest along with her exasperated dog, Toffee.

## Media Corner

### Blog

[Revolutionizing Livelihoods: A Model for Supporting Bangalore's Ironing Vendors](#)

### Udhyam in the News

[Can India tackle its employment gap before it's too late?](#)  
[Call to promote critical thinking among children in early years](#)  
[Ironing out istri issues](#)  
['Education, most effective tool for a social change': School Education Commissioner](#)



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