

# Udhyam

Learning Foundation

BET ON  
YOURSELF

## Annual Report

2022–23



**DEPTH  
FOR  
GROWTH**

True empowerment is when  
you can fearlessly pursue your own potential.

# #BetOnYourself

“

”

Trying new things doesn't scare me anymore

-Aisha  
Grade 11  
SKV Pandara road, Delhi



#MakingBharatEntrepreneurial



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# Introducing Udhyam

Udhyam Learning Foundation (Udhyam) is on a mission to Make Bharat Entrepreneurial. Our vision is to co-create a caring world where people pursue their potential.

We believe that entrepreneurial mindsets are a powerful way of unlocking individual potential. They provide the agency to develop one's strengths while creating value for the world. Our programs are designed to empower and enable the youth and small business entrepreneurs to scale, transform, and succeed.

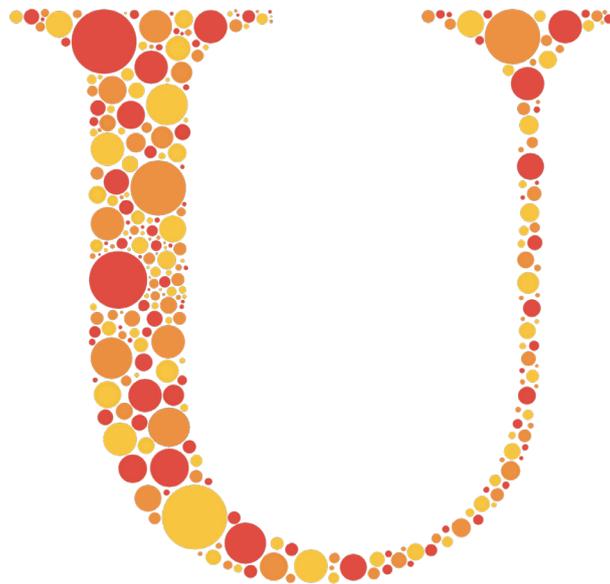
Udhyam is a mission and people centric organisation focused on creating impact at scale. We are rooted in diversity of thought and action, and strive to enable our own people to grow and flourish. We apply the same principles to our goal of building a thriving and supportive ecosystem in which every individual pursues their own path and engages meaningfully with their potential to create massive, meaningful, and measurable impact.

Udhyam Learning Foundation (Udhyam) is a Section 8 not-for-profit company with FCRA.



## **Our Vision**

Co-creating a caring world where people fearlessly pursue their potential



## **Our Mission**

Making Bharat Entrepreneurial

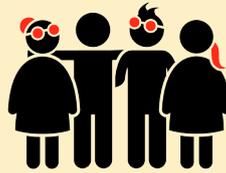
# The Need for Making Bharat Entrepreneurial

57%



Indian students in class 5 cannot read a class 2-level text

12 million



Indian Youth turn 18 every year

73%



Indian youth don't make it to college



% of the workforce who possess formal vocational skills.

1:300



One job for every 300 applicants in India

12 million Indians turn 18 every year. Our demographic dividend meter is ON but we aren't prepared. As a nation, we are failing our young people by not providing adequate career pathways and opportunities for them. By not tapping into this reservoir of human potential, our entire nation loses out on the exponential value that could be created by a brightly shining, vibrant young population.

This is an issue of urgency and scale. It is also a complex crisis, relating to education, skilling, and work.

The time to act is now...

It is clear that if we don't act on this immediately, we will lose our demographic dividend and curtail the country's growth and development.

At Udhyam, we want to help youth and nano-entrepreneurs apply skills and implement tools in their everyday lives—to not only have agency over where their lives take them, but also to be leaders that drive change in their families, neighborhoods, and beyond.

**Join us in the movement to unlock India's potential.**

# Founder's Note

The theme for this year's Annual Report is **Depth for Growth**. This reflects Udhyam's actions and our focus as an organization this first post-pandemic year. We inquired within to understand our goals, and prioritized quality over scale. We continued to strengthen our customer-centricity, build robust stakeholder relationships across the country, and innovate ground-up solutions that come from a deep understanding of local context.

We also built the muscle of being more intentional and planned in our efforts. We used OKRs coupled with an internally developed Capability Maturity Model to guide our planning and reflection activities. To have done this without bringing in a mercenary, non-caring culture and to be able to continue to balance the pursuit of the mission with the well-being and thriving of the team is, in our opinion, a big win.

Furthering our data-driven, customer-centric focus, we gathered large amounts of data from the field, which helped guide our teams' actions. In order to expand on our impact, we augmented this with nuanced on-ground observations via a network of observers.

We also experimented with sNPS (Student Net Promoter Score) in quest of a single metric that could capture the student experience. We rapidly scaled our sNPS efforts—but this was an experiment that failed spectacularly.

The failure was a powerful learning: that while we leverage tools from other contexts, we must design and plan based on our own context.

One achievement where we were deeply mindful of the context was an innovation where students led a significant part of our program delivery. This experiment, that happened in Kerala, has shown powerful results, and the publication of research about this is seeing global interest.

You can read more about both sNPS and the student-led model in the Innovations & Experiments section later in the report.

We have believed that our role is to catalyse change so that systems are transformed and will continue to function without us.

This came alive in the Istri project, where we enabled roadside ironing entrepreneurs to move from coal-based to LPG-based iron boxes. This simple change led to them adding over 25Cr in annual additional income. This was enabled by working with diverse stakeholders across the value stream, and has resulted in a market transformation in Bangalore. We have now started the process in Chennai.

Finally, this was the first time when we hosted a large event: Prayaas, an effort to bring together youth and organisations that work with them, towards building a collective consciousness of the inadequate pathways for India's young people.

In the coming year, Udhyam Shiksha will prioritize doing-led learning to build mindsets and skills that will stay with students for life. Udhyam Vyapaar will take the Istri project to national scale, and also run experiments for enabling street vendors and rural entrepreneurs to be more entrepreneurial... and grow!

Our goal remains to catalyse change at the grassroots level and deliver lasting impact; to Make Bharat Entrepreneurial!



**Mekin Maheshwari**  
Founder & CEO  
Udhyam Learning Foundation



# Our Work

# In This Section

## Udhyam Shiksha Overview

### Udhyam Shiksha 2022-23

#### 1. Entrepreneurial Mindset Curricula

- Entrepreneurial Mindset Development Program, Andhra Pradesh
- Entrepreneurial Mindset Curriculum, Delhi
- Koushalam, Uttarakhand
- Entrepreneurial Mindset Program, Kerala
- Udhyam Shiksha Program, Maharashtra

#### 2. Real World Business Projects

- Business Blasters, Delhi
- Business Blasters, Punjab

#### 3. Incubation

- Udhyami Haryana, Haryana

## Udhyam Vyapaar Overview

### Udhyam Vyapaar 2022-23

#### 4. The Istri Project

- Istri Project, Bengaluru & Chennai

# Udhyam Shiksha Overview

## Building Entrepreneurial Mindsets at Scale

Our education system does not teach us real life skills. When was the last time you thought “Why didn’t they teach us how to manage our finances in school?”

Similarly, entrepreneurial skills must be instilled from an early age, and to that end, Shiksha is enabling youth (between 14-22 yrs) to develop these mindsets and accentuating them with 21st century know-how. Our programs are focused on **learning by doing**. By channeling the **real-world experiences** gained from business projects and experiential curricula, our youth have the agency and necessary skills to tread new pathways that can take them to higher levels of success and happiness.

19.35 Lakhs+



Students

7.8K+

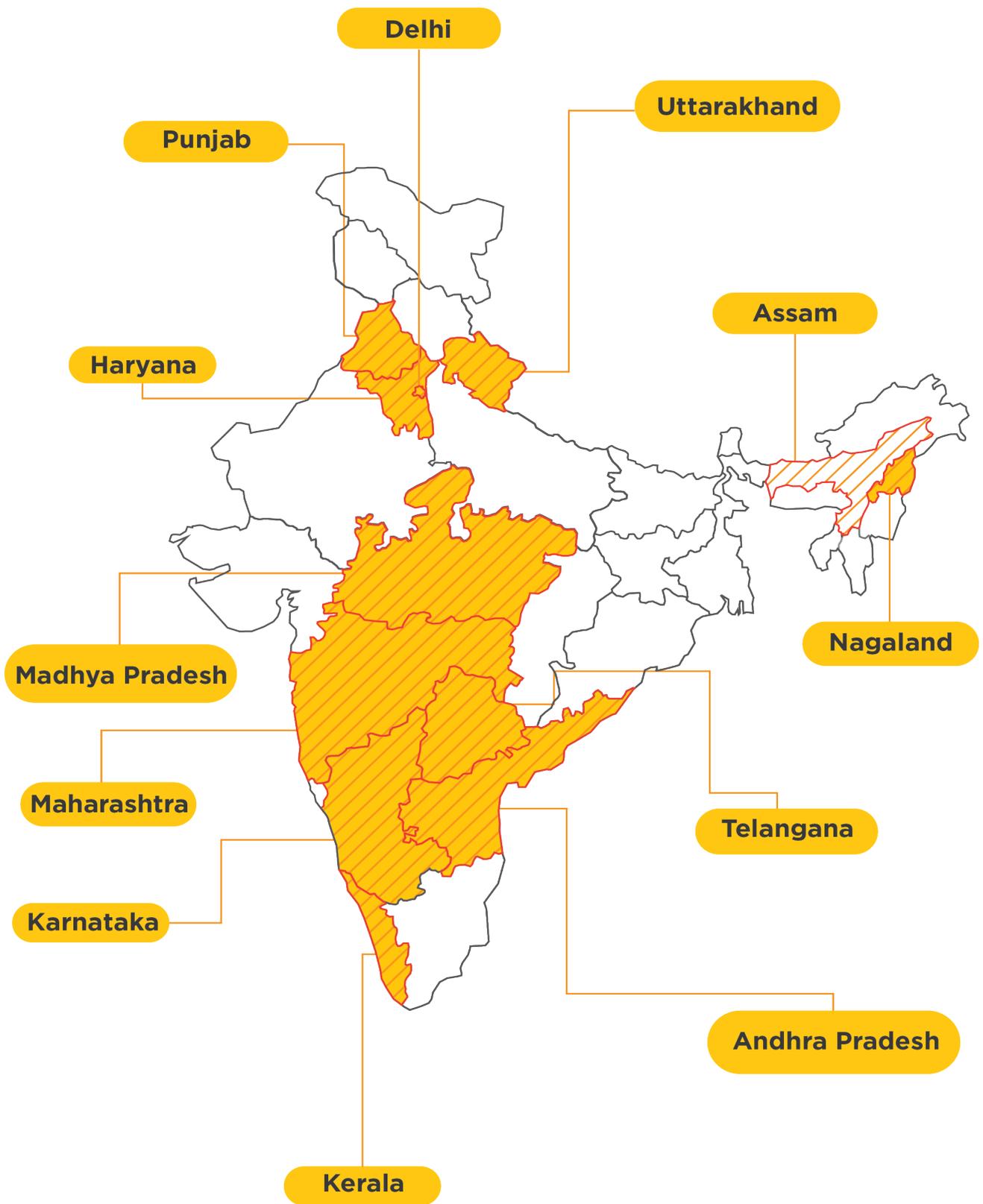


Institutions

150+



Districts



-  Shiksha Current Projects
-  Shiksha Past Projects

\* Data from Inception upto March 2023

# Udhyam Shiksha 2022-23

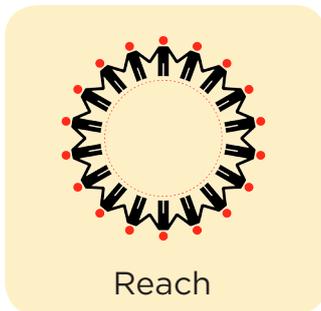
## Balancing Breadth and Depth

During 2022-23, shifting our focus from breadth to depth while achieving sustainable growth required an approach that allowed us to not only measure impact, but also implement tools that allowed us to course-correct along the way.

### A Few Key Initiatives to Drive Depth Were:

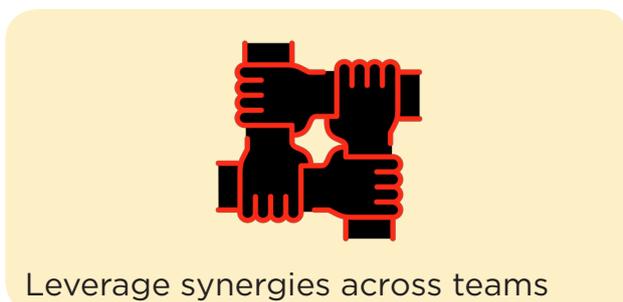
**CMM:** We custom designed and launched a Capability Maturity Model as a foundational framework to guide and track our efforts towards systemic transformation across state projects.

### CMM Helped Baseline Our Projects and Track:



**OKR:** Given our rapid growth across states with multiple program offerings, we recognized the need to harmonise our projects through the Objectives and Key Results framework.

### OKRs enabled us to:



The year also saw significant innovation. We launched a student-led pedagogy in Kerala in response to the challenges of teachers. We also created an in-house curriculum testing group to effectively prototype new designs, run pilots, and progress experiments into effective innovations that are scalable.

The paradigm shift from breadth to depth has been a challenging journey, but we have patiently worked through the struggles of change, increased data driven decision making, and have been making positive progress.



# 1. Entrepreneurship Mindset Curricula

## Transforming Mindsets in Classrooms across the Country

One of the core objectives in designing curriculum at Udhyam is to drive entrepreneurial action in learners through real world engagement. Our curriculum, which integrates principles of gamification, enables students to:

- Pick personally meaningful projects
- Work in groups
- Evaluate their own growth

The school curriculum (Grades 9 and 10) encourages students to experience entrepreneurial mindsets and skills with 25–30 hours of hands-on learning in class and 5–8 hours of real-world action outside the classroom. The ITI curriculum on the other hand is designed as a primer program that leads to the selection of potential entrepreneurs for incubation. Here, the curriculum places greater emphasis on real-world business projects.

School Programs	 Districts	 Schools	 Teachers	 Students
<b>Andhra Pradesh</b> Entrepreneurship Mindset Development Program	26	4.5K+	7K+	500K+
<b>Delhi</b> Entrepreneurship Mindset Curricula	13	1K+	19K+	930K+
<b>Uttarakhand</b> Koushalam	13	388+	750	14K+
ITI Programs	 Districts	 ITI's	 Instructors	 Students
<b>Kerala</b> Leveraging Entrepreneurial Action Program	14	104	104	25K+
<b>Maharashtra</b> Udhyam Shiksha Program	34	154	156	3.5K+

“

The impact of this program was overwhelmingly positive. Female students especially, who used to be shy in expressing themselves, now do so eloquently and boldly like a politician.

”

- Shri Digamber A. Dalvi,  
Hon. Director  
Directorate Of Vocational Education & Training  
Government of Maharashtra



# Did You Know?



Udhyam students across India have a **45 minute Entrepreneurship Mindset class** on average in their weekly timetable.



Designed to be the **first period everyday** in grades 9 to 12 in all **1024** Delhi schools.



Over **40%** of Students in Kerala's ITIs showed a positive mindset shift in **self efficacy, trying new things** and **grit**.

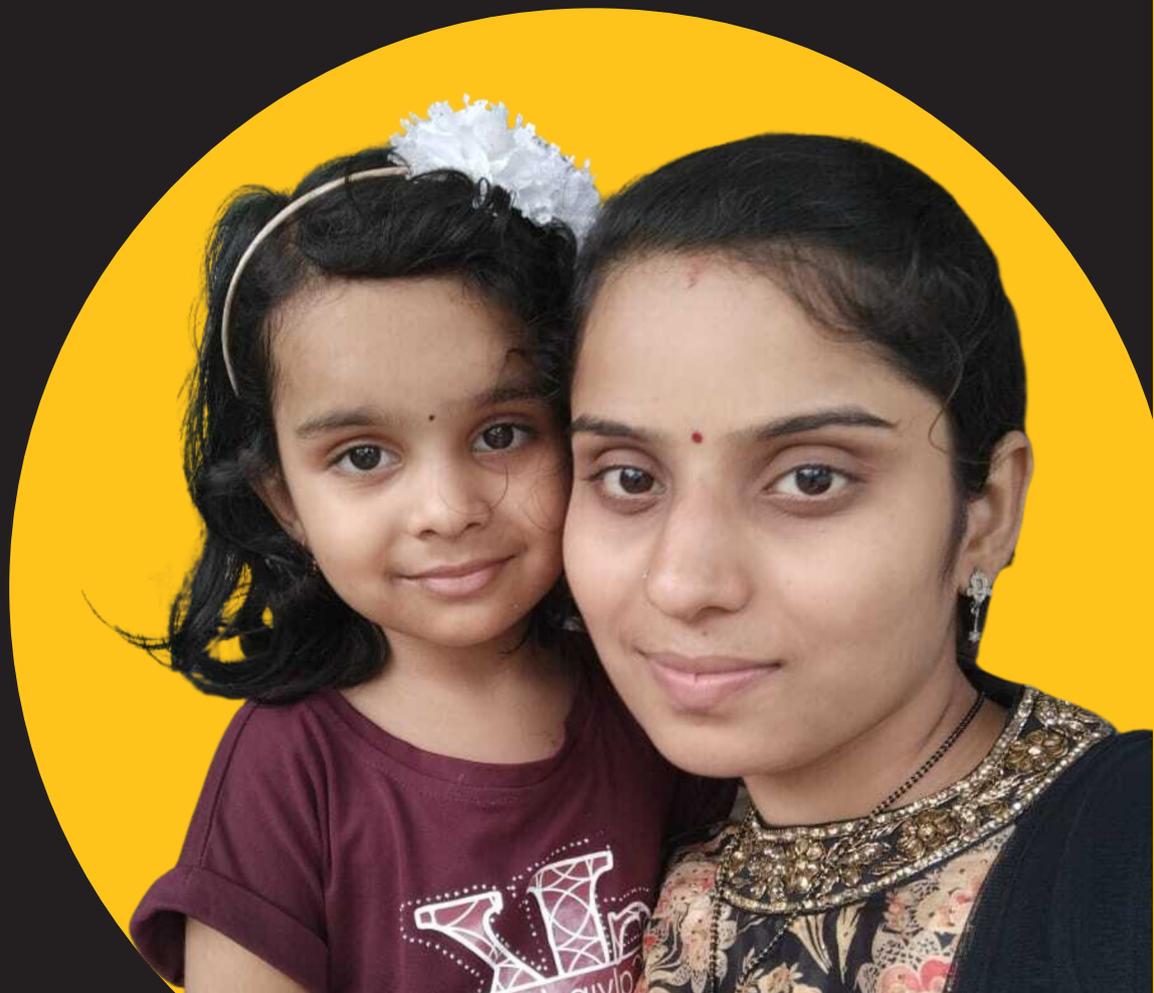


## Divya's story

Divya, 23, always knew she wanted to do something meaningful with her life. However, she married young and started a family soon after, with her career aspirations taking a backseat. Her drive led to her enrolling in Govt. ITI Bhusawal (Dist. Jalgaon). During the program, she also learned skills needed to run her home business while caring for a small child.

Divya actively participated in our program as well as a short-term incubation designed to provide deeper guidance for students who had drafted concrete business plans. This helped her with her existing cake business, which had been struggling. During the program, she also applied the business skills she learned to the beauty industry, which then set her on the path to opening her beauty salon alongside the cake business. Today, both are profitable! Udhyam also connected her to a mentor from the beauty industry, Shahana of Haniya Herbals, who funded her seed round of 25,000.

Today Divya is a successful homemaker, mother, and entrepreneur.



## 2. Real World Business Projects

### Equipping Students with an Entrepreneurial Experience

Through business projects, we offer a unique real-world engagement designed to give students the experience of going through the entrepreneurial journey from scratch while still in school (Grade 11 & 12).

This immersive and intensive experience is made real with the support of seed money of 2,000 per student. Students work in teams, pooling their money to fund their projects.

Students learn how to identify and pursue opportunities, collaborate with their team members, take risks with confidence, and learn by doing. This powerful experience has seen a transformational impact on student mindsets.



Districts



Schools



Teachers



Students enrolled



Students selected for seed money

#### Business Projects

Business Projects	Districts	Schools	Teachers	Students enrolled	Students selected for seed money
Delhi	13	949	17K+	441K+	200K+
Punjab Pilot	9	32	250+	11K+	3K+



“

The seed money has only ignited their undiscovered potential.

”

- Radha Saxena  
Divyanshi's mother  
Business Blasters, Delhi



# Did You Know?



**673** student entrepreneurs from Delhi are **eligible for incubation.**



Because of their success in the Business Blasters program, **750** students are **eligible for admission** in Delhi state universities in 2023.



In Delhi and Punjab, across two years, governments gave a total of **150 Cr** as **seed money to students.**



## Krishna's Story

Krishna, 18, believes that running his own business can afford him the aspirational lifestyle that a job might not be able to provide.

Through his experience with Business Blasters, he was able to identify strengths that could help him run a successful business and put them into practice. Through running his own business, he also wants to employ people and contribute to the economic development of the country.

He worries about the environment; a deep concern that he shares with his fellow Gen Zs. In fact, sustainability was the launching point for the business idea that he and his team came up with: candles that use recycled clothes in their manufacturing process. The candle-holder is also reusable as a flower pot.

His family supports his dreams, even if they may not always fully understand them. His father, an auto driver, points out the different wholesale markets of Delhi to him when they're out together. To help improve Krishna's bargaining skills, he also shares scripts with his son to use when negotiating with sellers.

In his own words, "Students should be experiencing different kinds of things. Learning, unlearning, and creating new experiences that suit your life, this should be part of our educational system."



# 3. Incubation

## Building Sustainable Grassroots Entrepreneurs

Our program in Haryana's ITIs, called Udhyami Haryana, aims to help students build their entrepreneurial venture from scratch. With support from incubation labs and hands-on support from the Udhyam team, they become sustainable entrepreneurs. The program was launched with the aim of tackling the issue of unemployment and to create opportunities for students who want to start their own business.



Districts



Institutions



Teachers



Students enrolled



Students selected for incubation

### Incubation

**Haryana**  
Udhyami Haryana

22

71

180+

4.2K+

440



## Priyanka's Story

When Priyanka's father passed away, she made the decision to support her family alongside her mother. She enrolled in the dress making trade course at ITI Kurukshetra, following her successful completion of the sewing technology trade course.

Currently, Priyanka runs a home boutique and also works as a mehendi artist. Priyanka is bringing uniqueness to her business by effectively utilizing marketing techniques that she learned during the program. She offers great discounts to her customers, provides loyalty points, and uses referral marketing to help her attract more orders.

She understands the significance of these discounts for women from middle-income households and, as a savvy businesswoman, she is effectively using these techniques.

With pride, Priyanka says, "Through my boutique, I will create my own identity." Depending on the seasons her monthly profit ranges from Rs. 15k - 18k.



# Did You Know?



100 **entrepreneurs** incubated during Year 2 of the program.



Average **profit** earned by student entrepreneurs is  
13,000.



9+ **businesses** are at the stage where they have started providing employment to others.



## Vishal's Story

Vishal used to work with his father, who has a tents and catering business. He gained valuable hands-on experience in the process.

At the Udhyami Haryana Program in GITI Yamunanagar, he gained more confidence in his ability to run his own business and realised that, with his experience, there were so many opportunities for him in the event planning industry.

During the programme, he decided to start a balloon decorations business catering to events like birthday parties, office get togethers, weddings and anniversaries. Today, each event earns him between 10,000- 12,000 and he even enjoys a monthly profit of 13,000- 15,000.

He believes that this is only the beginning. His future goal is to start an end-to-end event planning and decoration company.



# Udhyam Vyapaar Overview

## Making Nano-Entrepreneurship Aspirational

While Shiksha inculcates entrepreneurship in the youth of tomorrow, Vyapaar enables nano entrepreneurs (Vyapaaris) of today. These are vyapaaris typically earning between 5,000 to 20,000 per month. We enable them to scale and succeed by implementing proven tools of business growth such as technology, marketing, operational support, and design-based interventions.

This year, we primarily worked on three projects: The Solar Lights Project, The Udhyami Project, and The Istri Project.

**6.1K**



Vyapaaris

**15K Hours**



Direct Vyaapaari support

**28Cr+**

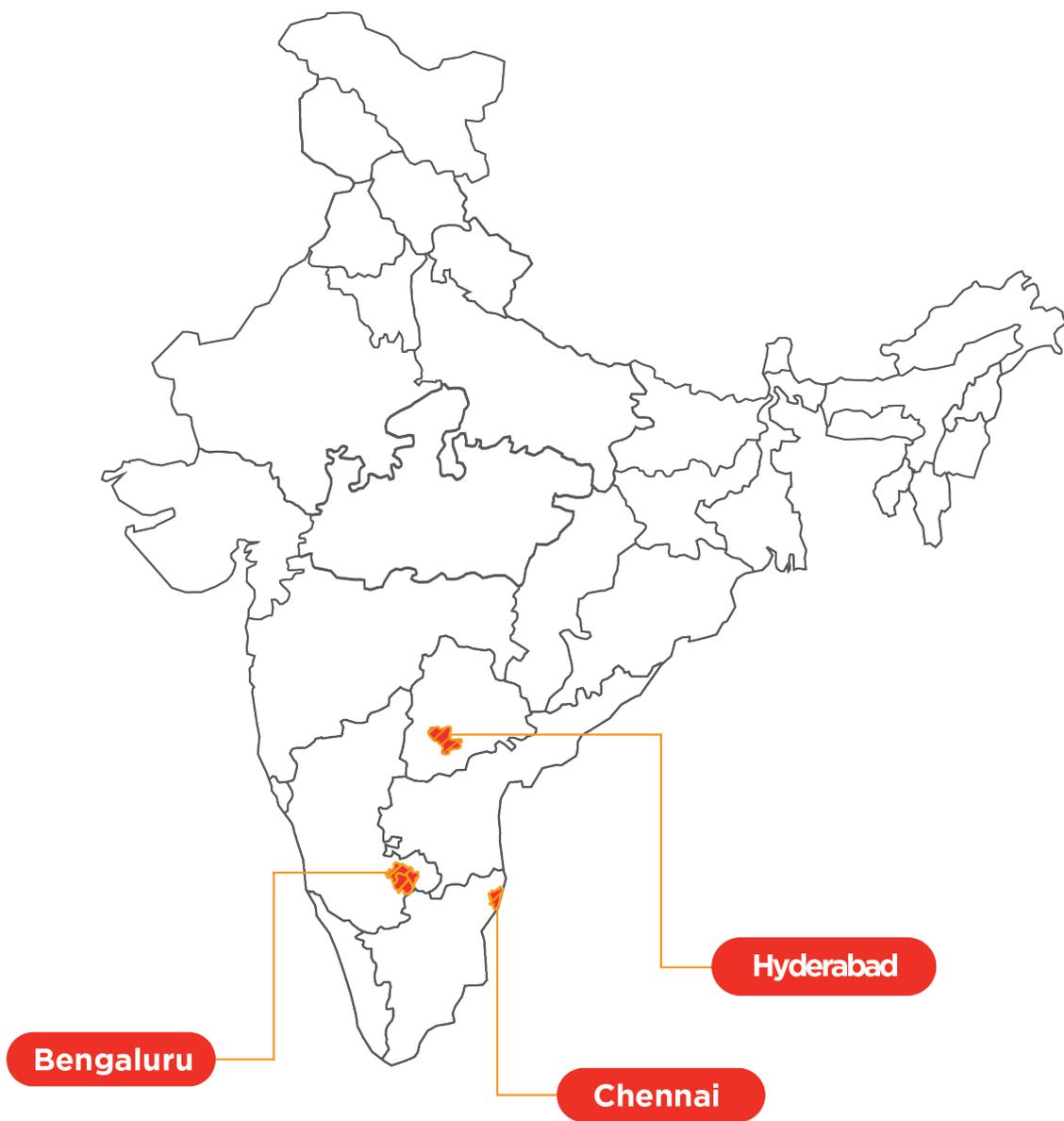


Income Uplift  
(Annual Recurring)

**1.6Cr+**



Financial Support



 Vyapaar Current Projects

\* Data from Inception upto March 2023

# Udhyam Vyapaar 2022-23

## Another Year Gone By

While we prepare and test models that can scale our current blockbuster project—The Istri Project—nationally in the next 3 years; restart previous experiments; and find the next big solutions that can make many thousands of Vyapaaris more successful, here's a snapshot of Vyapaar this past year.

### The Udhyami Project

**Goal:** Enable nano-businesses to restart and restore their income following the first wave of Covid lockdowns in 2020.

**Result:** Closure of our second cohort of over 300 Vyapaaris—with a remarkable 84% loan-return rate, a significant improvement over the 70% of the first cohort that had ended a year earlier.

**Learnings:** What we now know based on results of the two cohorts is that enabling easy daily repayments works well for this segment, as most of them live on a daily earnings-spending cycle. It becomes harder for them to accumulate funds and pay for a week or a month. Post the success of this initiative, we are happy that our partners Buildd and Hyperverge have continued this model independently.



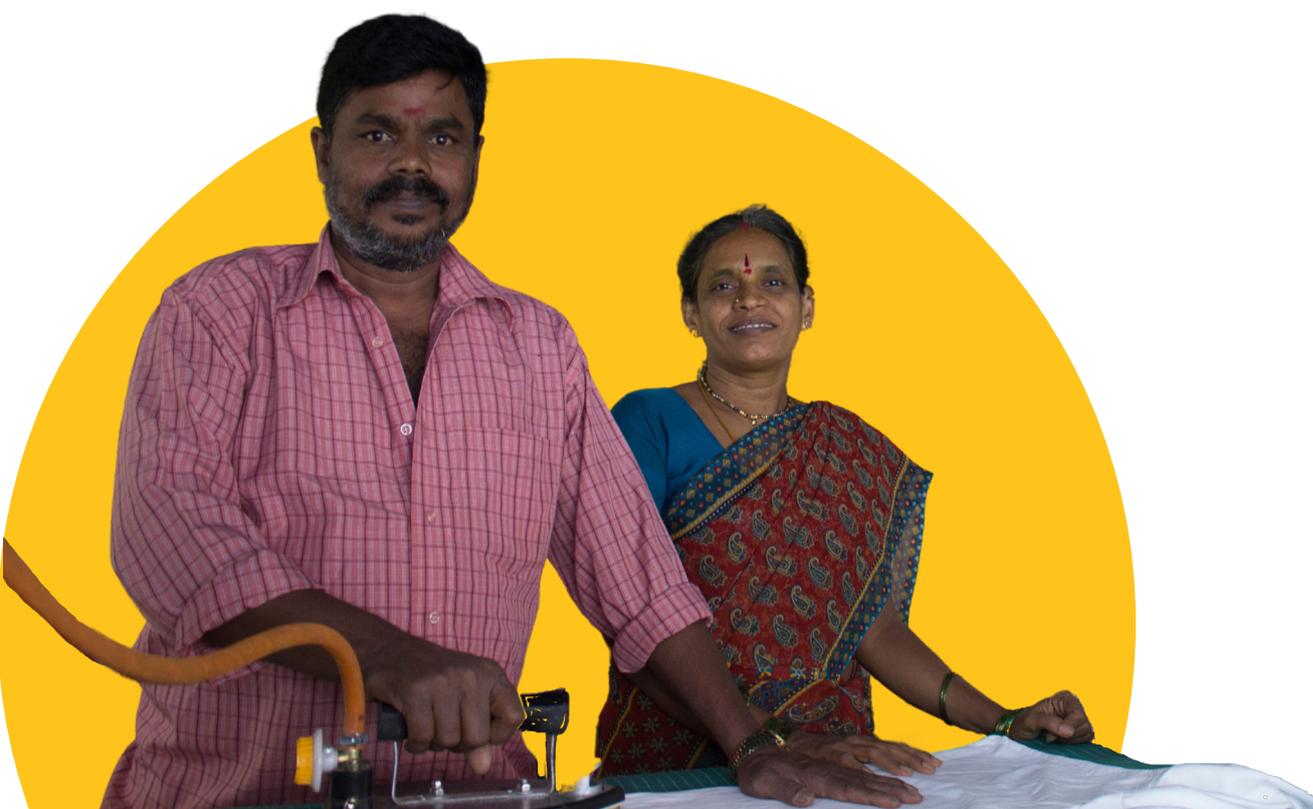
## The Istri Project

**Goal:** Enable Vyapaaris to convert from coal iron boxes to LPG iron boxes that are greener and more cost-effective.

**Result:** In Bangalore, there are now an equal number of Vyapaaris who have converted from a coal iron box to LPG iron box without Udhyam's intervention as those that converted with Udhyam's intervention. We added a new city—Chennai—and our efforts directly resulted in over 1,300 conversions to LPG over a 9 month period. At its peak, we enabled a Vyapaari every 3 hours to earn 50,000 more annually!

**Learning:** The year also saw us significantly improve our data and reporting capabilities for Istri with geo-tagging of Vyapaaris, streamlined processes for Saathi tracking and funder reporting, and dashboards.

You can read more about the Solar Lights project later in the Hard Decisions article in the report. From a team standpoint, Vyapaar inducted some fresh blood and closed the year at 12 people, including 6 Saathis. Our gratitude to Vyapaaris, the team, our partners, and our funders, Titan and United Way.



# 4. The Istri Project

## Transforming a Traditional Business with a Product-Led Solution

The Istri Project is Udhyam Vyapaar's most impactful initiative in recent years, positively impacting more than 5,000 ironing vyapaaris (istriwalas) in Bangalore and Chennai. This product-led intervention was introduced with the intention of helping ironing vyapaaris improve their economic conditions by upgrading from coal based iron boxes to superior quality LPG iron boxes.



Istri Vyapaaris



Income Uplift



Value Created

### The Istri Project

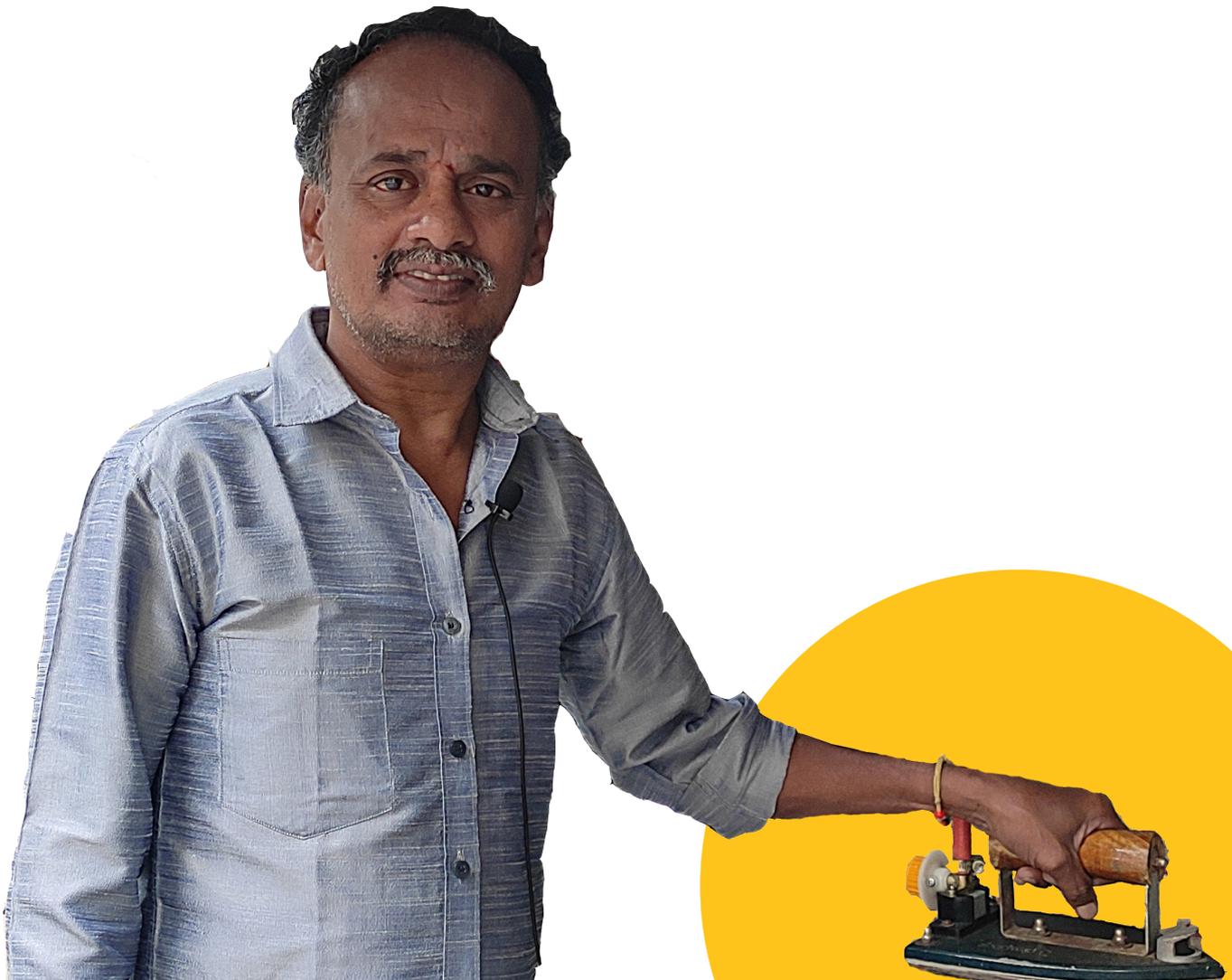
Bengaluru & Chennai

5300+

~27%

42X Impact Multiplier of Money\*

\* Every rupee invested creates 42 times value in return



“

Within a few months, I noticed the astounding impact of using the LPG iron box, so I decided to buy a second one for my husband, who is also an ironing vapaari. The number of clothes we could iron per day increased from 150 to 300, leading to a significant upliftment in our income. Personally, I experienced a surge in confidence as I could now iron delicate clothes without the constant worry of burning them with cinder.

”

- Satya  
Ironing Vyapaari  
Bengaluru



# Did You Know?



25 Crore of additional earnings generated annually among 5,300 vyapaaris.



2,500 tonnes of coal usage reduced annually.



133 minutes of additional productivity everyday.

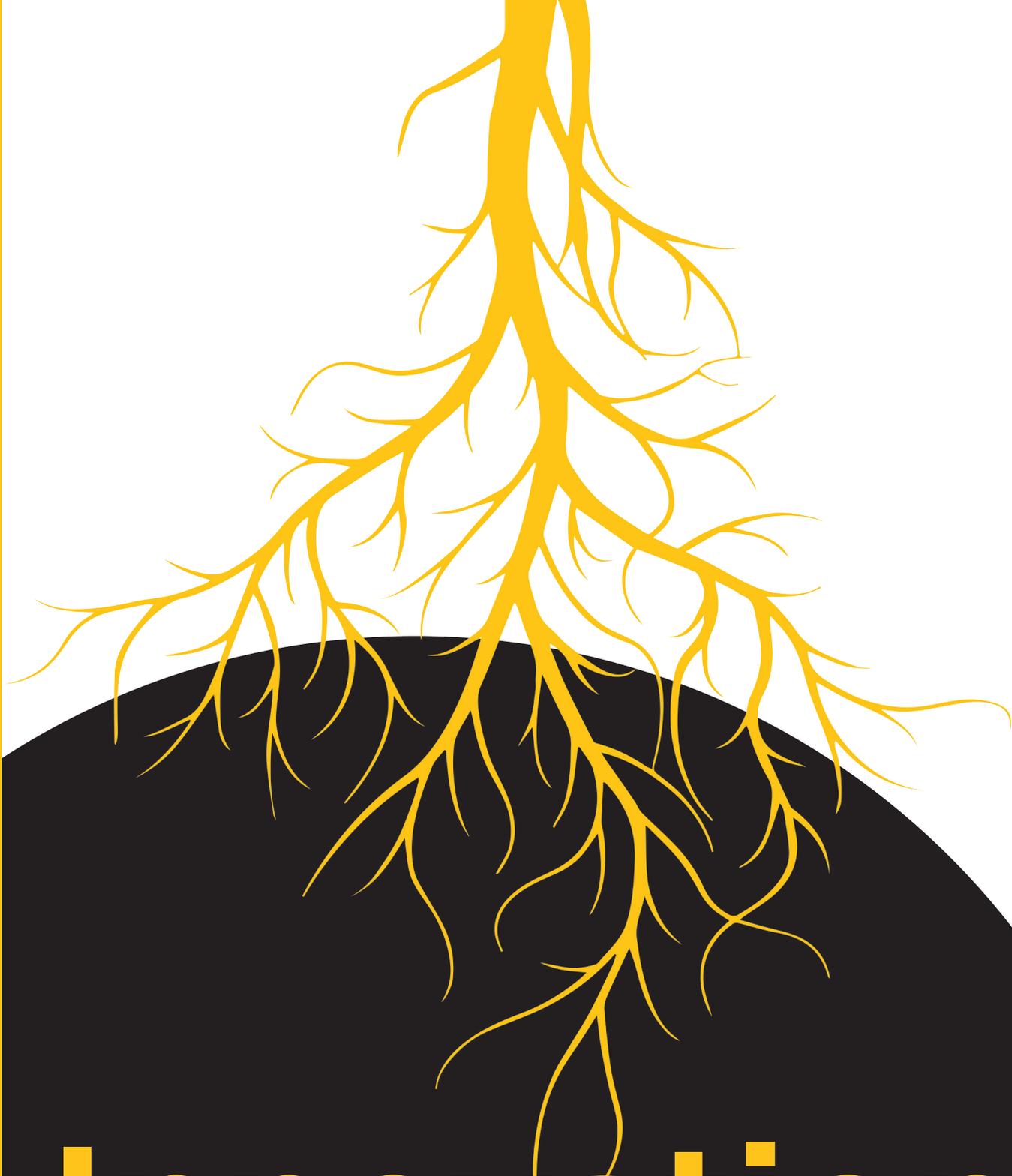


## Venkatesh's story

Venkatesh used a coal ironing box and earned Rs. 400-500 daily but his income increased 1.4x times after transitioning to the LPG ironing boxes as now he can iron more clothes.

Finishing is perfect in the LPG ironing box. He says, "Customers used to be unhappy with us whenever their clothes got burnt due to coal. Now we do not have any such problems. Furthermore, coal has to be changed 4-5 times a day. This time can be saved if you use an LPG iron box. The best part of this iron box is that we can adjust the heat based on the type of clothes we are ironing."





# Innovations & Experiments

# In This Section

1. Student-led Pedagogy

2. MARch

3. Udhyam Chatbot

4. Vyapaar Dashboard

5. Our Journey With sNPS

6. Hard Decisions

# 1. Student-led Pedagogy

## Empowering Learners to Lead

### Problem

India's educational practice and entrepreneurship curricula are plagued by two key challenges:

1. Low teacher-student ratio.
2. Teachers have limited exposure to experiential pedagogies.

### Solution

To address these problems, Udhyam launched its proprietary entrepreneurial action curriculum: Leveraging Entrepreneurial Action Program (LEAP).

- Facilitated by 4 students in every batch of 30.
- Co-created with ITI learners.

### Result

- Over 80% of classrooms are now highly comfortable with this model, with a culture of peer learning established in over 21% of classrooms.
- 85% of learners reported that the group work done through the peer-led model contributed the most to their learning.

### Global Recognition

- Chosen for presentation by **The Common Ground Research Network**, the largest inter-disciplinary research network in the world.
- Selected for presentation at the **18th International Conference on Design Principles & Practices** organised by the Polytechnic University of Valencia, Spain.
- A longitudinal study of the program commenced in May 2023 led by scholars from the **Department of Higher Education, McGill University, Canada**.



## 2. MARch

### Measuring Youth Real World Actions

With the bold vision to define and measure what youth are able to do in the real world, version 1 of the MARch Actions tool is a 20-item, fun, self reported, and learner-centric questionnaire. It uses Udhyam's mindsets of grit, trying new things, self-awareness and independent decision-making as an underlying framework. We have gathered data on the tool from **70,000+ students across 5 states** in India—Delhi, Punjab, Uttarakhand, Andhra Pradesh, and Kerala.

#### Some findings



In Uttarakhand, 8% more female students have **started a personal project** as compared to males.



In Delhi, 65% (23K+) students have **been a 'leader'** outside of class activities at least once.



In Kerala, 50% students reported that In the last 6 months, they have **tried something new** on their own.



### 3. Udhyam Chatbot

#### Low-cost, High-reach Technology

What started as an experiment—Business Blasters Punjab—has yielded enough and more positive results for us to roll it out across multiple programs and for different use-cases. WhatsApp-led student and teacher engagement has its roots in our funDoo chatbot. The current product has grown exponentially both in reach and innovative features. Udhyam is also exploring additional use cases like data collection, engagement, and other types of content distribution.

**2219**



No. of teachers engaged

**7582**



No. of students engaged



## 4. Vyapaar Dashboard

### Future-ready Monitoring & Evaluation Infrastructure

As we scaled the Istri Project last year, we were keen to effectively track our progress and the impact we were having on lives and livelihoods. As a result, Vyapaar Monitoring & Evaluation (M&E) was born—processing additional data across diverse intervention areas, evolving program needs, and improving our decision-making models.

We developed **near real-time dashboards** that processed, analysed and presented the data to enable immediate data-informed decisions for the on-ground operations team to update their strategy and successfully reach their targets.

The funders of our program were also provided access to the dashboards; this not only made the reporting process more seamless but they were able to understand the programme design better and **track the impact being generated live.**



## 5. Our Journey With sNPS

### Even the Best Laid Plans Can Go Awry

Seemingly simple things sometimes turn out to be the most challenging. Despite multiple attempts, we were not able to drive successful adoption of Student Net Promoter Score (sNPS). As with the NPS, our student version was a simple, single question with a 1-10 rating scale covering learner experience, satisfaction, and loyalty.

**“Based on your experience of the Udhyam program, how likely are you to recommend the same to your friend?”**

The conciseness made it convenient to deploy and allowed for global comparison.

Despite extensive prototype testing and factoring in the lessons learnt, each subsequent iteration threw new challenges that hadn't been envisaged.

#### Misunderstanding the question:

- In one case, further analysis revealed highly positive qualitative feedback. Upon probing, it was found that learners had misunderstood “how much” would you recommend as “how many”—so the score of 2-3 was for the number of friends they would recommend the program to instead of a satisfaction score.
- In another case, only three scores emerged—0, 5 and 10—the three scores with a description tag.

As a result of these misunderstandings, the program's health was underreported.

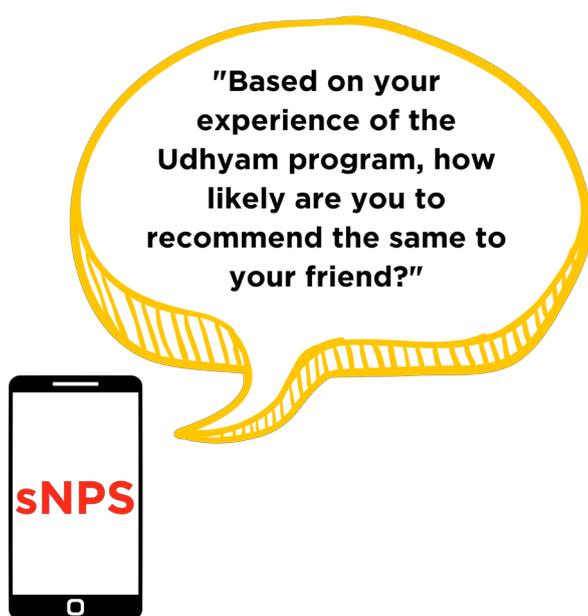
#### Random choices without rationale:

Some of the qualitative responses we received included, “I marked 10 because it is my lucky number” and “I gave a higher number because it is fun”.

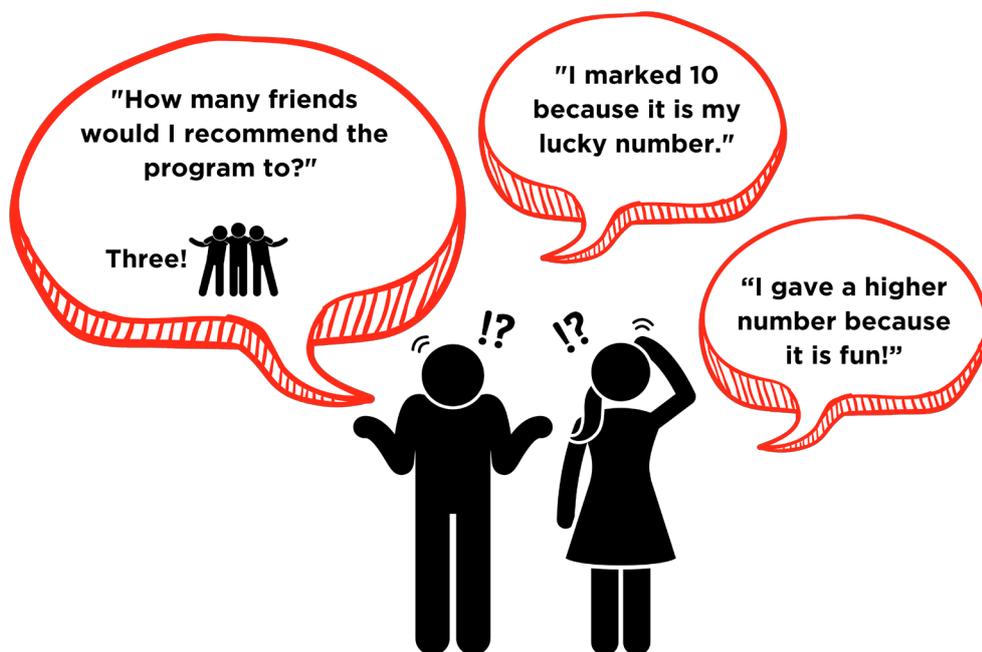
Evidently, to reflect reality, we would have to extensively clean data at the cost of huge losses. Given the diversity of challenges that emerged, we could not standardise sNPS as a tool that could be used without guidance.

We resorted to a simple question on satisfaction instead. It seems to appear that while learners are able to easily understand the concept of satisfaction, they find it challenging to understand the concept of advocacy (“recommending”).

## How We Ended Up with an sNPS Score of 3 on 10!



## Students' Understanding of This Question Varied:



## 6. Hard Decisions

### Tried and Failed

As with all things in this world, the greater good comes with having to make a few difficult choices. **This past year, we let go of four initiatives across Udhyam.** These included three of our most successful, low-touch, high-reach products, and an innovation focused on helping vyapaaris extend their productive work hours.

Even though each product had varying degrees of success, we made the tough decision to focus our efforts on fewer products **in order to create depth for growth.** However, all is not lost. Besides learnings for future projects, the tech innovations are still actively being used both internally and by external partners.



**Call-a-Kahaani, funDoo, and mera.guide reached more than 300,000 young learners** and guided them to develop 21st century life skills and explore and identify career pathways. Here is a little more about them:

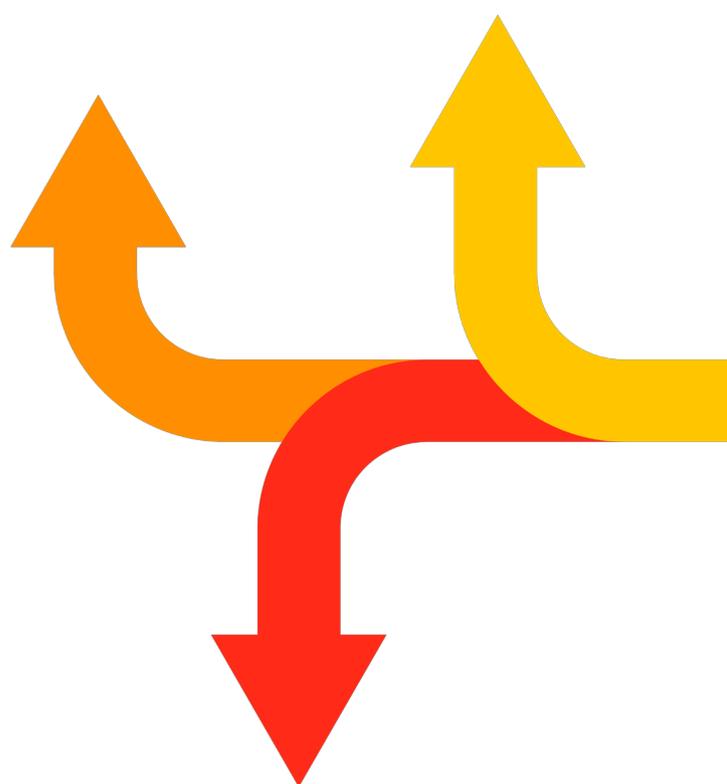
Call-a-Kahaani, built on a low-tech IVR platform, would narrate inspiring real-life stories to young learners, helping them reflect on the concept of choice that drove decision-making in those situations. It could be accessed by simply dialling a number, making it a highly scalable product for remote learning.

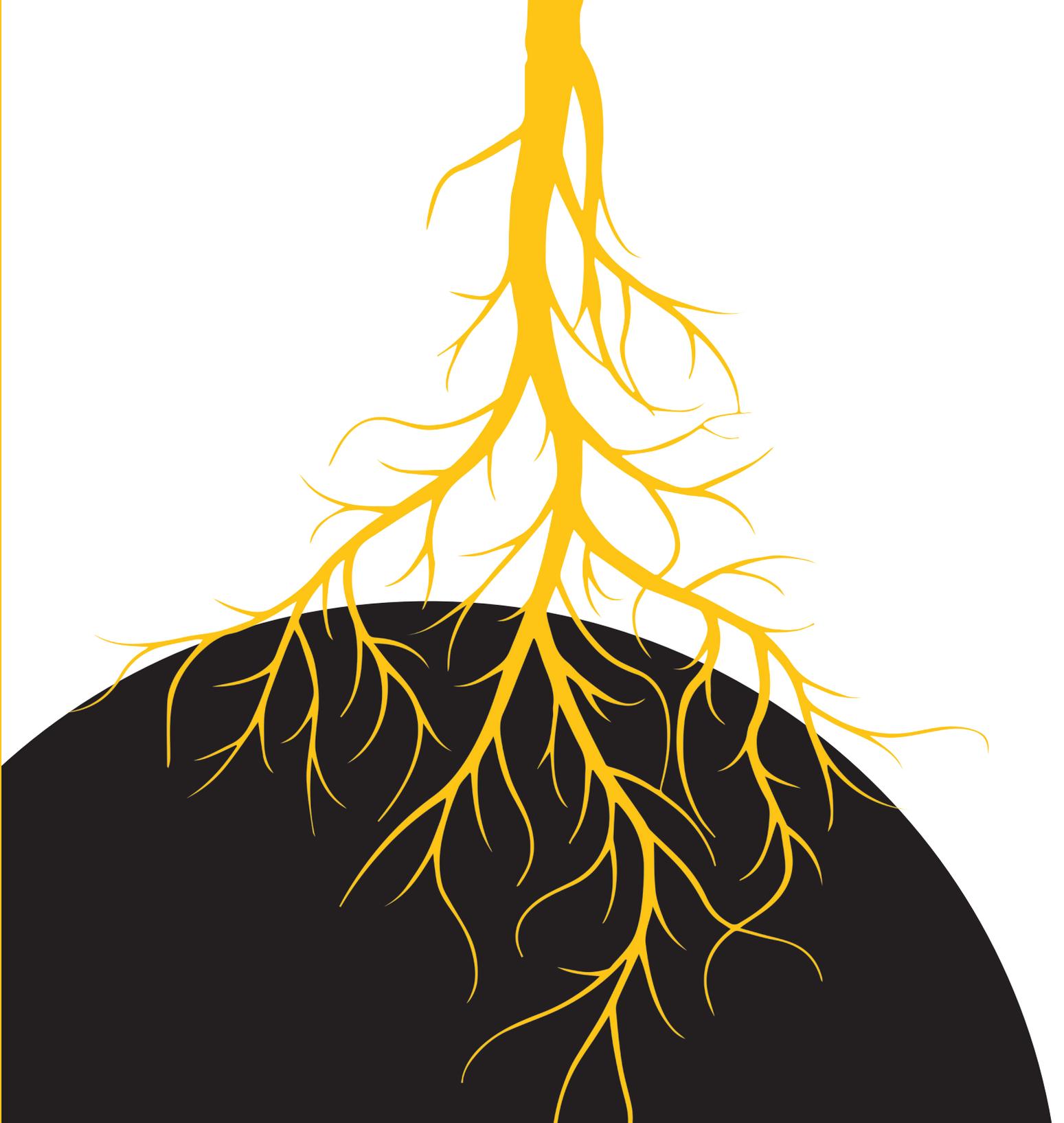
funDoo, built on a WhatsApp chatbot, created life skills awareness among more than 300,000 students in India. It was subsequently launched in seven other countries.

mera.guide, a mobile application, helped adolescents explore various careers and reflect on what they'd like to pursue.

**The Solar Lights Project:** The goal of this project was to enable vyapaaris without access to electricity (or facing frequent power cuts) to be productive beyond sunset. However, we realised that this was not picking up steam and had to end the project.

Learnings from the Solar Lights Project: No direct product-market fit as one size did not fit all. There weren't enough options in terms of brightness, number of bulbs, and pricing to suit the needs of different vyapaaris. Besides this, clear and extensive handholding was critical to enable the minimally tech-savvy audience to overcome their initial inertia towards change and adopt the solar light product.





# Community

# Partner Led Growth

## Going far, together

Udhyam Shiksha's partner model fosters collaboration with like-minded individuals and organisations.

**It's a win-win-win for the entire ecosystem:** better program designs for learners, better use of resources when multiple organisations come together, and our partners learning from each other.

Last year we worked with schools through a partnership with a Rotary club in Mumbai and completed a program with a partner in Nagaland. We have collaborations currently planned with organisations in Manipur and Telangana, among others.

### Highlights from the Mumbai Program



85% of students rated the program a 5/5 for usefulness in their daily life.



85% of students rated the program 5/5 overall.



73% of students rated the program 5/5 for being 'fun'.



# Prayaas

## Young Minds, New Possibilities

India's human capital is crucial for the country's growth and development, and our youth are key to unlocking this potential. The growing youth power is, however, challenged with a scarcity of opportunities and pathways. While many innovative and impactful initiatives are endeavoring to change this situation, we hope to accelerate change at scale, and with speed—i.e. while the demographic dividend is with us.

To this end, we held a one-day event in January: Prayaas, an effort to unite like-minded people and organizations who are deeply concerned about the lack of pathways for the youth of our country. Attending the event were change-makers, practitioners, and leaders from over 120 of India's top organizations, including UNICEF, Lend A hand India, J-PAL, Michael & Susan Dell Foundation, and Omidyar. The event was also attended by youth and teachers from across the country.

The event took a macro perspective to try to understand the challenges, reframe the problem, and reinterpret issues relating to education, skilling, and employment. Through the day, we also heard directly from students and entrepreneurial young people about their lives, their challenges, and their desires.

We soon realized that India's youth already have all the answers and that **our only job is to be the wind beneath their wings.**

In order to ensure a consistent spotlight on this problem of India's fast disappearing demographic dividend and underserved youth, we hope to continue Prayaas as a collective effort to create opportunities for our young people and enable them to realize their potential.



“

Are we preparing the youth with pathways and building jobs with dignity? For a young person, it takes 1.5 yrs to break into the job market and 3 to 5 yrs to find themselves. We need to bring our collective power, legacy, hope, and accountability to support them.

”

- Dhuwarakha Sriram  
YuWaah India, UNICEF





# In the news

### POLLUTION

## Clean impression: Ironers in Bengaluru ditch coal irons for LPG alternatives to beat harmful fumes

Ironers on average save 135 minutes a day with LPG irons and are able to press 9-12 clothes more; they also save around Rs 850 on fuel a month, according to the non-profit which has developed the irons



NEXT NEWS >

By Kavitha Yariagadda  
Published: Sunday 07 August 2022



Home > Cities > Chennai

## Ironing out istri issues

The LPG iron box is a new technology that uses LPG gas as an alternate fuel for coal and is made up of brass metal.



Published: 21st February 2023 09:17 AM | Last Updated: 22nd February 2023 02:34 PM



NEXT Daily Thanthi Pukoor Petti Thanthi TV

## DT NEXT

Home > News > Chennai

## Your friendly neighbourhood 'Iron Man' goes sustainable

Speaking to DT Next about The Istri Project, Cyril Joseph, a member of the initiative says, "We previously worked to empower tea vendors and helped them. We discovered the problem areas that iron vendors face in Bangalore. We noticed that coal took somewhere between 2 to 3 hours to heat, the ashes from the iron box ruined clothes, they had to close whenever it rained, and the price of coal."

Muskaan Ahmed | 10 Jan 2023 8:31 AM



Saravanan Krishnan

CHENNAI: Unexpected rains are the best and their arrival unannounced is always a gentle surprise. However, so is not the case for Saravanan Krishnan from Anna Nagar, who has an iron cart under a tree. Many iron vendors across the city

## ThePrint

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## 120+ organizations come together at 'PRAYAAS' to commit towards collective action for India's youth

ANI PR 04 February, 2023 06:13 pm IST



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ThePrint Team - 12 July 2023



## இந்து தமிழ் திசை

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வியாழன், ஜூலை 13 2023

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நிகா

Last Updated : 10 Aug, 2022 11:25 AM

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## PRAYAAS

Young Minds  
New Possibilities



### Unlocking the potential of India's human capital

Udhvam Learning Foundation's announces 'Prayaas' to unlock the potential of India's Youth Capital

## Udhvam Learning Foundation's announces 'Prayaas' to unlock the potential of India's Youth Capital

ANI | Updated: Jan 25, 2023 17:54 IST

New Delhi [India], January 25 (ANI/PNN): Towards unlocking the potential of India's youth, Udhvam Learning Foundation (Udhvam) is organizing 'Prayaas - Young Minds

TH India World Opinion Sports e-Paper

HOME / NEWS / INDIA / ANDHRA PRADESH

## Call to promote critical thinking among children in early years

Children should be encouraged from an early age to challenge, question and discover new Education Commissioner

March 28, 2023 09:19 pm | Updated 09:19 pm IST - VIJAYAWADA

THE HINDU BUREAU

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THIS STORY IS FROM SEPTEMBER 18, 2022

## Mindset improvement lessons for Class 9 students in AP

PTI / Sep 18, 2022, 15:34 IST

58 PTS SHARE

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ABOUT SECTORS EXPERTISE THEMES HUMOUR FEATURES

EDUCATION March 31, 2023

## Can India tackle its employment gap before it's too late?

We need to make our secondary education relevant to the aspirations of our youth. Learn about the pathways that can make this happen.

by ADITYA NATRAJ, MEKIN MAHESHWARI, PRIYA AGRAWAL

दैनिक सवेरा टाइम्स

पंजाब

## बच्चों को उद्यमी बनाने के लिए बिजनेस ब्लास्टर्स प्रोग्राम की शुरुआत

सर्वेरा न्यूजसेन्टर में आयोजित ट्रेनिंग प्रोग्राम में शिक्षा मंत्री हरजीत सिंह बेस ने बिजनेस ब्लास्टर्स प्रोग्राम की शुरुआत की। उन्होंने बताया कि दूरदर्शन और टी 9 चैनल के 31 स्कूल के 300 शिक्षकों को ट्रेनिंग का रहा है। दूरदर्शन सरकार की योजना है कि युवा नौकरी मामले वाले नहीं, बल्कि नौकरी देने वाले छात्र-छात्राओं को इस परियोजना के लिए आम लॉनिंग फाउंडेशन युवा एंजेल (YFA) विचार करने के लिए के साथ जुड़ा है। सरकारी ने वाले छात्र-छात्राओं को भी प्रोत्साहित किया जा रहा है। इसी सरकार बिजनेस ब्लास्टर्स प्रोग्राम को लागू करने वाली पहली राज्य सरकारों में एक के रूप में पहचान से यह प्रकल्प एंटरप्रेनर बन पाए।

इसके लिए सरकार नए आइडियाज और इनवेस्टमेंट को प्रोत्साहित करने चाहती है व चाहती है कि 11वीं के बच्चों को सरल बिजनेस मॉडल का ज्ञान हो और सरकार के द्वारा दिए जाने वाले सौद मनी को सफलता से यह प्रकल्प एंटरप्रेनर बन पाए।

सर्वेरा न्यूजसेन्टर में आयोजित ट्रेनिंग प्रोग्राम में शिक्षा मंत्री हरजीत सिंह बेस बिजनेस ब्लास्टर्स प्रोग्राम की शुरुआत करते हुए।



HT Hindustan Times

Market Education India World Bengaluru Entertainment

Home / Cities / Others / Six schools from Ludhiana selected for 'Business Blaster

## Six schools from Ludhiana selected for 'Business Blasters' project

By HT Correspondent, Ludhiana

Nov 02, 2022 12:24 AM IST

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## 'Education, most effective tool for a social change': School Education Commissioner

WEEK MAGAZINE

INDIA WORLD BUSINESS SPORTS ENTERTAINMENT WEB STORIES REVIEWS

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## Education needs to be priority for govt political leaders Delhi Dy CM

PTI | Updated: January 31, 2023 21:00 IST

ial curriculum will be introduced in n to Class 11 and 12 students. A dhiana, from nine districts of Punj



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# With Gratitude

# Funding Partners



\* From Inception upto March 2023

# Government Partners



\* From Inception upto March 2023

# Ecosystem Partners



\* From Inception upto March 2023

# Advisory Council



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Founder & CEO  
The Nudge



**BINNY BANSAL**  
Co-Founder  
Flipkart



**IREENA VITTAL**  
Advisor & Expert



**SHANKAR MARUWADA**  
Co-Founder & CEO  
EkStep Foundation



**R NATARAJAN**  
Co-Founder  
Foundation Partners

“

A passion has been born in these students—a desire to do something remarkable.

”

- Vinita Kambiri  
Teacher, Sarvodya Kanya Vidyalaya  
Pandara Road, Delhi





# Audited Financials

## Statement of Income & Expenditure for the Year Ending 31st March 2023

(All amounts are stated in Indian rupees thousands unless otherwise stated)

Particulars	Year ended 31-Mar-23	Year ended 31-Mar-22
<b>Income</b>		
Grant and donations	1,18,894	1,25,806
Other Income	1285	706
	<b>1,20,179</b>	<b>1,26,512</b>
<b>Expenditure</b>		
Project Expenses	1,07,469	1,00,860
Shiksha	90,944	73,607
Vyapaar	16,525	27,253
Administration Expenses	19,546	11,520
Other Expenses	1,609	3,443
Depreciation	406	511
<b>Surplus/(Deficiency) before Income tax</b>	<b>(8,851)</b>	<b>10,178</b>
Income Tax	-	-
Prior year Taxes	-	-
Total Taxes	-	-
<b>Surplus/(Deficiency) for the year</b>	<b>(8,851)</b>	<b>10,178</b>
Earnings per equity share [nominal value of share Rs. 10 (March 31, 2022: Rs. 10)]		
Basic (In Rs.)	(20.12)	23.13
Diluted (In Rs)	(20.12)	23.13



# WeAreUdhyam

#MakingBharatEntrepreneurial



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