

Annual Report 2022-23



With Women, Our Planet Thrives



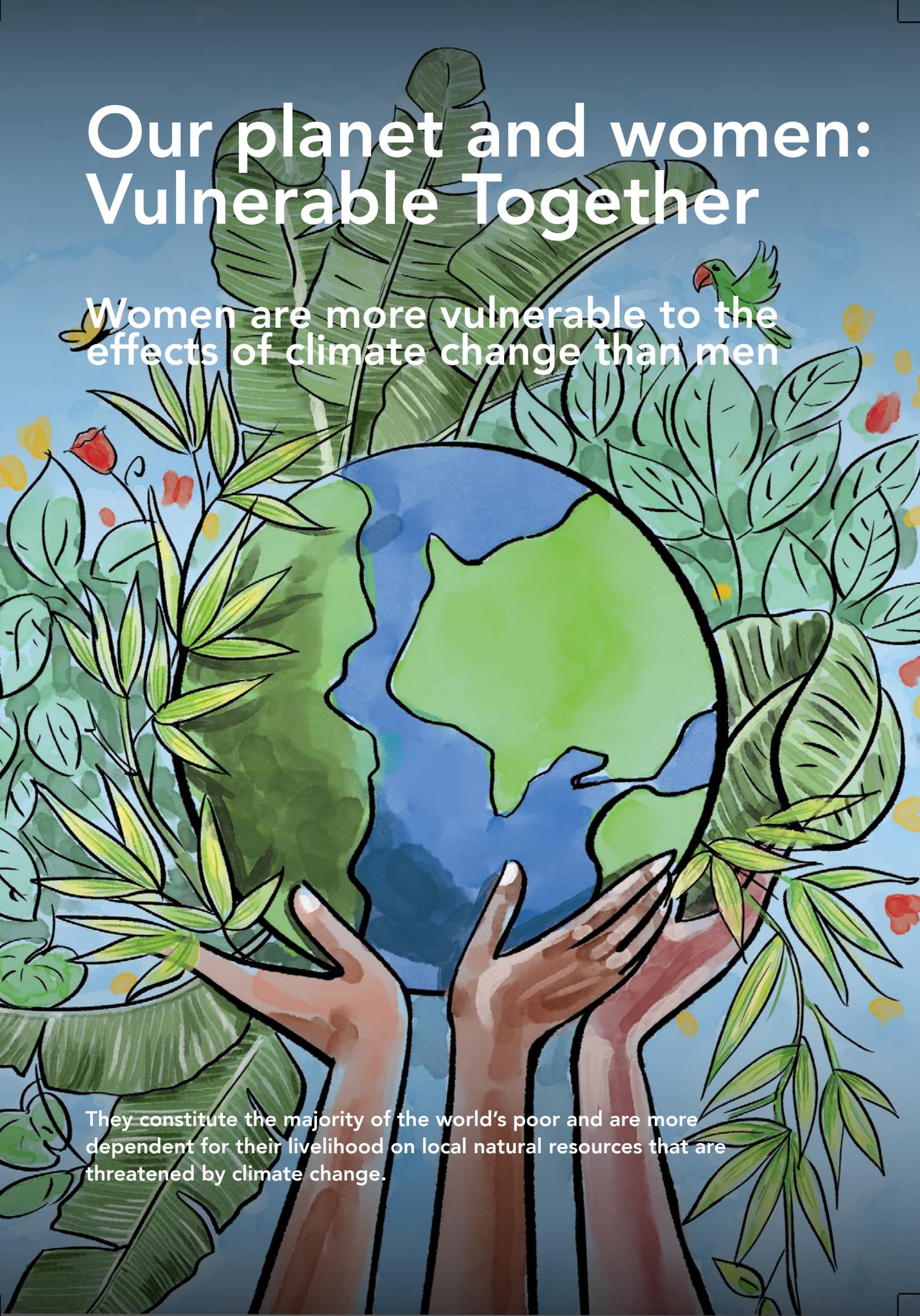


Women in NTFP/Biodegradable leaf plate value chain

Our planet and women: Vulnerable Together

Women are more vulnerable to the effects of climate change than men

They constitute the majority of the world's poor and are more dependent for their livelihood on local natural resources that are threatened by climate change.





A scene from bamboo value chain

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Note from Neelam Chhiber

'With Women, Our Planet Thrives'

A symbiotic relationship between our women and planet that grows from being 'Vulnerable Together' to being 'Powerful Together'

Our Planet and Women

Women are more vulnerable to the effects of climate change than men – primarily as they constitute the majority of the world's poor and are more dependent for their livelihood on local natural resources that are threatened by climate change.

Industree addresses these vulnerabilities together, working at the intersection of Equity, Climate, and Gender on Nature Based Solutions, using Innovative Finance. This builds the Economic Resilience of Communities as a Climate Adaptation measure.

Nature-Based Solutions leads to Economic Resilience in Community Climate Adaptation

Many of the most vulnerable communities needing Climate Adaptation support can become solution providers. Using a Climate Adaptation and Climate Mitigation lens, Industree enables economic resilience with women. Its activities build on large scale programs, of the government of India, within the National Rural Livelihoods Mission, part of the Ministry of Rural Development. Women collectives actively sequester carbon, by planting natural resources like bamboo, and build circular economy/single use plastic reducing

value chains. Thus they enhance their agency and resilience, going beyond being victims of climate change to being an active part of the solution.

Industree has been working to bring Climate oriented Nature Based Solutions to solve economic development of communities in an interlinked, coherent and scalable way, enabling sustainable consumption, thus bringing a much needed virtuous cycle to completion.

Communities based on the farm and off-farm ecosystem have become a part of mainstream value chains and have greater control over their socio-economic security and resources while building a regenerative economy. Industree has firmly taken the lead towards bringing natural resource management to the forefront, by curating regenerative value chains out of natural resources like Banana, Bamboo, and Sal leaves.

Global focus on Women in Traceable Supply Chains

Industree recognises that the complexity and urgency of the challenges posed by climate change require localized climate solutions, leadership and capacity building that are key to accelerating climate-resilient development. Building on its existing model of the creation of value addition enterprises, Industree's focus has evolved to traceability in the entire value chain, from raw material plantation, culminating in value addition. These supply chains are owned collectively by women producers in natural resource-based value chains, and continue to scale and expand through its 6C (Create, Construct, Capacity, Capital, Channel, Connect) ecosystem approach.

Industree has positively influenced almost 600,000 lives, generating a market value of \$59.7 million cumulatively over the last 20 years

The overall model follows a holistic, integrated value chain process from Farm to Lifestyle incorporating livelihoods right from women and men farmers to value addition, with local creative producers, close to the raw materials source. The ecosystem approach ensures the products have a market connect with local, regional, national and international supply chains. Our commitment to building a supporting ecosystem for vulnerable communities, vulnerable to climate change, is enabling the localization of nature-based solutions in the unfolding climate crisis. Over the past two decades, Industree has positively influenced over almost 600,000 lives, generating a market value of \$59.7 million, and enabling women from marginalized communities to thrive through ecosystem enablers like Creative Dignity, CoLive, Flourish Planet, (India and US).

Women at the forefront of Climate Adaptation

Industree's model operates in a continuum between climate adaptation, economic resilience, and gender equity. Women's participation and leadership are essential for climate action. They are "drivers of climate solutions". Women are empowered at home and in the community. Women working at the grassroots have unique knowledge and experience, and it is essential for effective climate action that they are included in decision-making processes.

The two significant results of inter-linking gender with climate are

- Economic resilience opportunities working with natural resources close to communities.
- Scaleup and increase in inclusive climate positive global supply chains that feed sustainable consumption.

Capacity development and awareness generation programs are ways to change behavior and switch to local solutions. There is also an impetus given to cultural continuity in skills like weaving, tailoring, bamboo product, and leaf plate production. Native

wisdom and traditional knowledge passed on through generations in indigenous communities are key in Nature Based Solutions and increase in Biodiversity. Women are often the preservers of this continuity. Adding modern day context to traditional knowledge is extremely powerful. Women receive skills and training that enable them to understand their role in conserving the environment/planet. The 6Y (You, Your Family, Your Work, Your Community, Your World, Your Planet) empowerment training brings awareness about sustainable production, ownership of the product, and pride of value to customers. Women in rural areas are equipped to incorporate sustainable practices into the production of raw materials and value-added end products in agroforestry, plantation, and forest produce and connected to markets. Through these nature-based solution efforts, women are breaking the cycle of poverty and building sustainable livelihoods that promote carbon sequestration and support economic opportunities.

Women's participation and leadership are essential for climate action. They are "drivers of climate solutions" when they are empowered



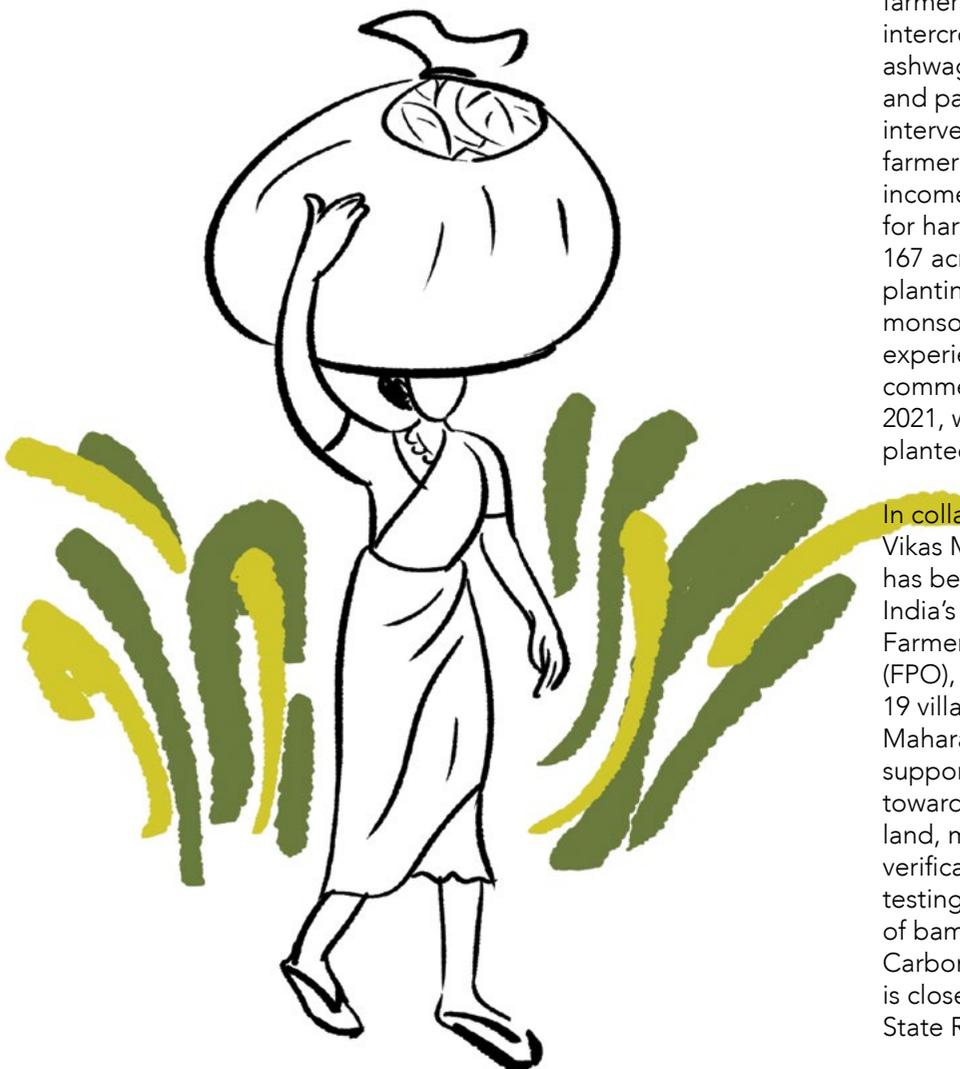
Endeavours in Karnataka and Maharashtra

As key stakeholders in driving gender equity and climate action, our focus recognises the development and use of innovative practices for enhancing the capacities of people to nurture the planet and adapt to the effects of climate change. Industree's work in Karnataka and Maharashtra includes women farmers and women entrepreneurs working towards climate action as part of collectives. Industree's expertise in enterprise development across value chains is being shared in implementing Van Dhan Yojana (Forest Wealth Scheme) to support Van Dhan Vikas Kendra's -VDVKs (Forest Wealth Development Centers) in the states of Karnataka and Maharashtra. The communities own and manage micro-enterprises, which support agriculture and horticulture produce as well as the gathering of Non-

Timber Forest Produce (NTFP) and Minor Forest Produce (MFP). Further, Industree is also supporting technical skill training for commodity-wise processing for VDVKs creating a potential impact on Adivasi women, living in the rural hinterlands of Karnataka and Maharashtra. VDVKs are being handheld for enterprise development, and capacity building at the intersection of Equity, Climate, Gender.

Industree has encouraged women and men farmers to grow India's first Forest Stewardship Council (FSC) certified Bamboo on their smallholder farms. Bamboo is the fastest growing plant with the highest carbon sequestration potential and can provide recurring income to smallholder farmers for over 30-40 years. A 'Bamboo Nursery' is set up in Nashik, Maharashtra to propagate a diversity of bamboo species under the stewardship and guidance of qualified subject experts. As Bamboo takes three to five years to be harvested and sold in the market, the farmers would also be supported with intercropping medicinal plants such as ashwagandha, kalmegh, lemon grass and palmarosa during the interim. This intervention supports and enables the farmer community to earn additional income until the bamboo matures for harvest. Industree has covered 167 acres of land in Maharashtra by planting 30,000 bamboo saplings, in monsoon 2023. This is built on the experience of bamboo plantation that commenced in Karnataka, in monsoon 2021, with 1,24,000 bamboo saplings planted over 688 acres.

In collaboration with Mahila Arthik Vikas Mahamandal (MAVIM), Industree has been successful in establishing India's first women-owned Bamboo Farmer Producer Organisation (FPO), mobilizing 500 women across 19 villages in Bhor taluk in Pune, Maharashtra. Industree is also supporting tech-enabled processes towards scoping & identification of land, mobilization of communities, land verification, soil sample collection & testing, land preparation and planting of bamboo, and certification-FSC & Carbon Credit. In Karnataka, Industree is closely working with the Karnataka State Rural Livelihood Mission (KSRLM),



the implementing agency for Van Dhan Yojna. The establishment of 100 VDVKs in Karnataka and Maharashtra is a demonstration of Industree's Deep Hand Holding approach to reach 30,000 indigenous women entrepreneurs.

Our women are well-placed to lead in the growth of traceable supply chains. Industree is nurturing an organized, inclusive, creative, and climate-positive regenerative ecosystem, with women at the forefront. It will continue to prioritize women-led development that grows from being 'Vulnerable Together' to being 'Powerful Together'.

REAL FUND

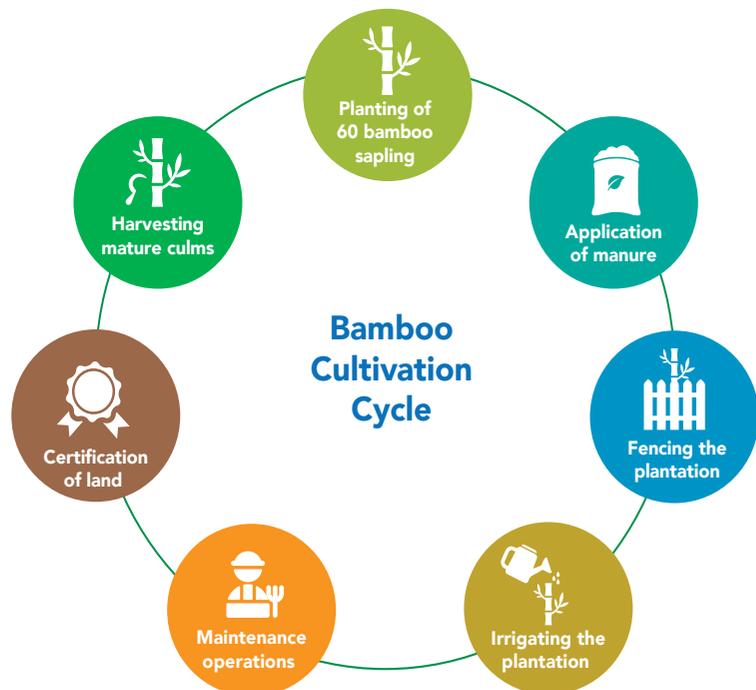
A \$15Mn blended finance facility to enliven bamboo value chains in India

The REAL Fund is India's first and largest Innovative Finance instrument showcasing the Power of Innovative Finance for Equity, Climate & Gender outcomes. The Fund aims to create an environmentally & financially scalable model of nature-based solutions focused on bamboo and herbal intercropping, with a special focus on women empowerment. It will promote sustainable bamboo cultivation and sales via collectives of farmers across India.

The Regenerative Agriculture and Livelihoods (REAL) Fund is a ~\$15Mn blended finance facility that aims to create an environmentally and financially scalable model of bamboo value chains, with a focus on women-led empowerment. This includes sustainable bamboo plantation, creation of value-added products and sales via collectives of 10,500 farmers (men and women) and 800 producers (women) in rural Maharashtra, who together own and manage the entire value chain.

The project has been catalyzed by Industree Foundation with the following key objectives:

- Establish farmer producer organizations & women producer-owned enterprises to manage bamboo farming & value-added production
- Deliver training to enable sustainable land management, efficient production, modern design & self-sustainable enterprises
- Raise capital via an innovative finance mechanism to equip farmers & creative producers with seed, acceleration & working capital



Environmental

1,575 Ha of bamboo planted
Sequestering ~26k tons of CO2 annually



Women Empowerment

4 producer enterprises and women-led FPOs
employing 800 women & women farmers



Economic Empowerment

11,300 rural beneficiaries uplifted socially & economically

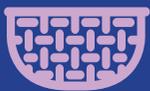
Social Impact



Impacted
11,299
farmers and producers and
90,392 lives

% Women producers
access to economic
productivity

100%



Designs developed:
613

% Improved competency
for livelihood generation

100%



Bamboo saplings:
1,54,000
Saplings planted in
855 acres of land

% Increased in the
concept that males
and females should
have equal access to
social, economic, and
political resources and
opportunities

76%



Farmers mobilized and trained
on sustainable bamboo
cultivation and harvest practices

1600

% of increase in income
through wage support,
skill enhancement, and
market access

80%



Leadership:
MELs and MBTLs
759 and 84

% of individuals with
improved soft skills

95%



Cumulative lives Impacted
since 2000:
6,00,000



Cumulative Market Access:
59.7 mn USD

Increased agreement-
Males and Females
should have equal
access to social and
economic resources and
opportunities

62.5%



Producer Collectives
36

Environmental Impact



Usage of Renewable Energy

Enterprises seeded by Industree are conscious about the cost effective and efficient usage of energy. To mitigate the usage of normal power, solar panels have been set up for drying plant at the unit in Madurai.



Creation of a Circular Economy

Making the most of locally available natural resources, especially waste, is ingrained in the value chain design. Products made from natural fibre find their way back to nature with minimal negative consequence to the planet. All finishes and treatments provided to the products, comply with this ethos.



Minimizing Waste

Earlier only 30% of the bark produced was utilized. The remaining was left to decompose. The farm required only fifteen women to be employed to harvest the yield. Today, the same farm can employ upto 80 women to process the bark for further value addition, and almost 90% of the bark is utilized for product making. This generates more economic value per acre of plantation.



Use of Natural Fibre

Industree Foundation's value chain design for vulnerable communities is built around products made of natural fibre which are now world renowned. Locally grown and processed raw materials, with minimum use of fossil fuel energy in transportation as well as the regenerative nature of their cultivation using traditional farming systems, are traceable for carbon credits. The design and markets for these value chains, are built on hand production, with almost no use of fossil fuel based machinery.



Reduced Commuting Distance for Artisans

Localisation of economic activity reduces enterprise carbon footprint due to reduction in distance travelled to the workplace. This has helped in reducing enterprise carbon footprint. 73% of the artisans stay within a radius of 5kms. The study has shown 51% of the artisans walk to work, 16% come by public transport and 26% by autorickshaw. During the Focus Group Discussion, the artisans have stated that they had to travel a distance of 20 km to seek jobs earlier. The combined savings of 247,860 kg CO2 per year is equivalent to not using 105,462 litres of petrol, or not using 92,167 litres of diesel, or not burning 122,909 kg of coal.



Industree is committed to all the producer's it handholds, having sustainable production practices, and this is ingrained at every level of operations. The value chain model it upholds, initiates right from the usage of locally sourced raw material, centered around high carbon sequestration plants such as bamboo, as well as waste from trees' such as sal leaves and banana bark. The Social Audit Network (SAN) India assessed the environmental impact of Industree supported producer company, GreenKraft (GK), and highlighted some aspects of it's climate positive production.

Vision, Mission, Values SDGs & Impact Areas



Industree believes that when vulnerable women have access to an **enabling ecosystem** to build economic resilience in **nature-based creative enterprise collectives**, they can pursue their futures with dignity, empowered at home and in the community, **adapting to and mitigating climate change**.



To scale this ecosystem to reach 3 million women by 2030, Industree is committed to raising and channeling **1 Bn USD of Innovative Finance** working with civil society, government, and private sector partnerships, keeping **Equity, Climate, and Gender at the core of creative economy**.

Core Values



Humour

Joy in what we do while we do it

Empowerment

Empowered teams, producers and ourselves by our work and working methods

Respectful

Towards one and all, towards success & failure equally

Ownership

Aware and responsible

Innovative

A new way of business, work and life

Catalytic

Instrumental to achieve our mission and beyond our mission

SDGs



Core Impact Areas



Increased and regular incomes



Resilience to life crises



Women's empowerment at home and at work



Improved standard of living for the next generation



Decent and equitable work conditions



Climate action



Banana products on display

Board Members

Neelam Chhiber



Co-founder and Managing Trustee at Industree Foundation, Neelam is an inspirational social entrepreneur who has been working with women producers in India and Africa for the last 30 years. She has received the Women Transforming India Awards, 2021 by NITI Aayog, She is: 75 Women in STEAM by the office of Principal Scientific Advisor to the Govt. of India in 2021, Economic Times Social Entrepreneur of the Year Award, India, 2020, and Schwab Social Entrepreneur of the Year, India in 2011.

Gita Ram is a Co-founder of Industree Foundation. She was with Madras Craft Foundation and has helped set up Dakshinachitra, the Heritage Center outside Chennai. She has worked extensively on the revival of languishing crafts, organized technical training, and skill upgradation for artisans. She is currently the Managing Trustee of the Gandhigram Khadi and Village Industries Trust.



Gita Ram

Prof. Ashoke Chatterjee



Prof. Ashoke Chatterjee's background is in the engineering industry, international civil service, India Tourism Development Corporation, and 25 years in the service of the National Institute of Design (Ahmedabad) where he was Executive Director, Senior Faculty, Distinguished Fellow, and Professor of Communication and Management. He is an author and a writer.

Sanjay Kalra is an entrepreneur in pursuit of the next discontinuity. He was the CEO of Tech Mahindra, served on the Board of Directors of Mahindra Satyam, and was a member of the Global Executive Board of Mahindra and Mahindra. Mr. Kalra served as an Executive Vice President at HCL Technologies and was the CEO of DSL Software.



Sanjay Kalra

Shoba Narayan



Shoba Narayan is the author of four books. She has been a journalist and columnist, for a number of national and international publications. She writes about textiles, aesthetics, travel, food, wine, relationships, culture, spirituality, and women. She has taught at IIM-Bangalore, IIM-Ahmedabad, and Indian Institute of Science, Bangalore.

L Ravichandran has over four decades of IT Industry experience with Mahindra, HCL, and Tata Group. He retired as the President & Chief Operating Officer of Tech Mahindra. He was also a member of the Mahindra Group Executive Board. His non-profit associations include TechM Foundation and HCL Perot Foundation.



L Ravichandran

Sandhya Vasudevan



Sandhya is an Independent Director, strategic consultant, former MD with Deutsche Bank & Thomson Reuters; partner at Social Venture Partners & FinTech Chair at TiE Bengaluru Special Interest Group.

Advisory Board



Geetha Narayanan

An educator with over four decades of experience as a teacher, an educator, a curriculum and instruction designer.



Lisa Kleissner

Co-founder and President of the KL Felicitas Foundation, a family foundation dedicated to empowering impact entrepreneurs worldwide.



Charly Kleissner

PhD, Co-founder of Toniic & KL Felicitas Foundation; Board Chair Impact Assets. Charly Kleissner is an impact investor.



Shankar Hariharan

Mentor, advisor, consultant and coach to managers and leaders. He was the Managing Director of an Indian Company of the French Multinational Group, Saint-Gobain.



Leadership

Neju George Abraham
CEO



Neju is Head Operations across Nature Based Solutions Project Management. His team is responsible on deliverables to all partners and drives growth on the field with communities across new regions. He has steered the USD 9 MN, POWER project co-funded by USAID (USD 3 M) with match funding from government and the private sector and anchors the ongoing 15M USD REAL initiative.

Ami is Head Operations at Regenearth, Artha and Flourish, Industree's producer owned B to C online Channel vertical. She also holds charge of the Capacity vertical, as Regenearth expands its activities into a new vertical-Artha. She anchors Create and closely works with Connect as services to Nature Based Solutions in Industree's creative production vertical.



Ami Patel
Sr. Director,
Lead-Regenearth,
Artha, Flourish,
Capacity, Create

Susan Bhaktul
Sr. Director,
Channel and
Communications



Susan is responsible for Marketing and Merchandising services across creative production value chains. She anchors Institutional and formal national and international brand market connect, working closely with Create on product mix Capital teams on enterprise business projections and viability and has newly taken over the Communications portfolio.

Akila's role includes developing and maintaining strategic partnerships, fundraising, advocacy and influencing, in tune with organisational values and the National and global ecosystem.



Akila Lean
Sr. Director,
Partnerships

Vinay Nagabhushan
Director,
Construct, Connect



Vinay anchors supply chain for Nature Based Solutions in the Creative production vertical, providing a critical 6C synchronisation role for community collectives and building the technology for the same, in Connect.

Ayan is an enterprising leader with capabilities of administering the entire spectrum of production business operations & expansion across Nature Based Solutions



Ayan Dutta
Director,
Business Operations

Soya Thomas
Lead,
Gender Integration
and Social Inclusion



Working for gender equality and women's empowerment over the last 25 years, Soya has conceptualized, developed, and implemented diverse grassroots programs that have received national and international attention. Her experience includes working with IWWAGE and NRLM with BMGF, Kudumbashree State Mission.

People

Jacob Mathew

Advisor,
Industree



Working at the intersection of design, business, sustainability, capital and impact, Jacob is mentoring the Foundation's senior leadership team into its next stage of growth and objectives.

Meera is playing the role of developing networked models for the diverse artisan ecosystem. She is a co-creator and leader at Creative Dignity with multiple stakeholders, particularly a collective space for artisan youth. In addition, Meera brings her experience of working with farm to fiber artisan value chains to the sector.



Meera Goradia

Director,
Creative Dignity

Gambeera Seelan

Director,
Finance



Gambeera leads the finance vertical of Industree - the organisation, including work on cash flow, strategic finance modelling, internal audit and compliances.

Vijay is a chartered accountant with 30 years of experience in the finance and accounts domain. At Industree, he heads the business finance function of Industree incubated business enterprises of all the value chains. Prior to this, he has worked as a finance professional in different sectors of the industry, including the manufacturing sector both in India and abroad.



Vijay Kumar

Associate Director,
Capital

Jolly Varghese

Associate Director,
Curriculum & Training



Jolly is responsible for training and curriculum development across all value chains and is involved with developing skills and knowledge to align with performance and organisational needs.

Pragati anchors Flourish, a global first, maker owned e-commerce platform bridging the digital divide between vulnerable producers and global consumers. Her focus is on building market access, monitoring efficiencies, and ensuring profitability at scale.



Pragati Tripathi

Associate Director,
Flourish

Kajendran Sankar

Associate Director,
Finance



Sankar's role includes the anchoring of tax audits, and all statutory compliance for Industree, as well as producer companies within Industree's ambit, and all companies within the Industree family.

Rahul manages the projects and program activities to ensure on-track execution of program deliverables. He is a sustainable development professional with over 12 years of work experience, working to create impact at the grassroots levels.



Rahul Vincent

Associate Director,
Projects

Ecosystem Building

The 6C Model

Industree plays the role of an incubator of producer companies through activities focused around the implementation of the 6C Ecosystemic Model (Construct, Capacity, Create, Capital, Channel and Connect)



Construct

The construct phase includes mobilization and aggregation of the producers, which are women from the local area. The infrastructure of the company is established, ensuring the highest standards of international compliance are met. A professional management layer is introduced, ensuring that the social, labour, environmental, safety and quality compliances are met. Additionally, a Mutual Benefit Trust is set up to ensure that all producers have participatory ownership in the producer company.

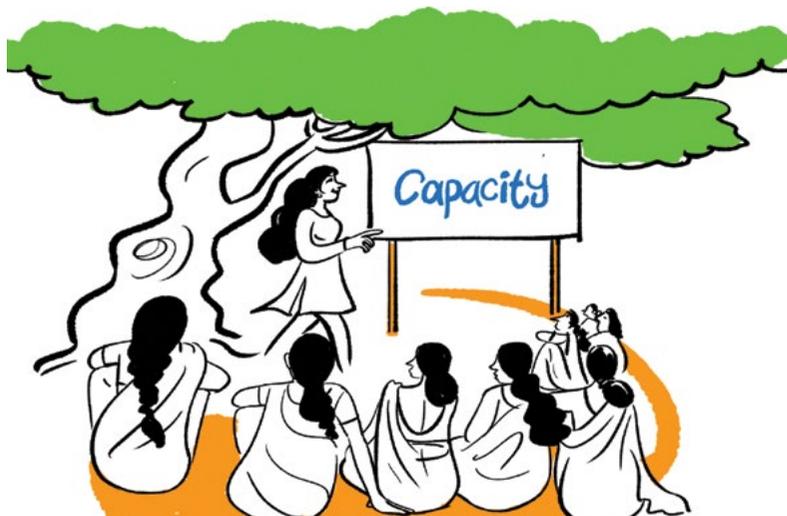
Capacity

The capacity refers to the capacity building of women producers in hard skills in making products, tailoring or weaving, and soft skills which includes Financial Inclusion training and social empowerment of the women and moving them gradually into positions of increased responsibilities in the producer enterprise. One key element is the 6Y training program, with each Y standing for You (Producer), Your Family, Your Work, Your Workmates, Your Community, Your World and Your Planet. This equips all producers with an understanding of positioning their work in a global scenario and doing it sustainably and deepens their sense of production quality, timeliness and ownership, which are all critical to become successful social entrepreneurs catering to global and national markets.



Capital

The capital stage involves securing various levels of funding for different phases of the evolution of the producer company. Seed capital in the form of grants is essential for establishing the unit as well as building capacity. Working capital, which can include grants funding and debt, allows production to start and continue, allowing producer companies to grow, become profitable and eventually self-sustaining. Industree is working with organisations like Montcalm Capital to ensure that the producer companies have access to low interest loans.





Create

The create portion of the model links the aspirations of end consumers with product and service design and development. Create allows for co-creation between producers, buyers and designers to make products that are desired by the market and feasible and viable to make. R&D, design development, and product development are all parts of create. R&D consists of work through our Impact Edge lab at Srishti Manipal Institute Bangalore, Research laboratories like the National Institute of Interdisciplinary Sciences and Technology Ethiopia, Ethiopian Institute of Textile and Fashion Technology to establish new value chains and processes to utilize new resources in innovative ways. The design development involves refining and building on machinery, lean manufacturing techniques, and industrial design to improve quality and increase productivity. The product design component results in products that are developed for modern markets, which is a collaborative process between artisans and major customers such as IKEA.



Channel

The channel component includes linking producers to local and global markets through a variety of activities, such as networking, fairs, exhibitions, and liaising with buyers. The producer companies engage in B2B, B2C, and B2B2C commercial relationships. Producer owned companies forge relationships with global giants such as IKEA, H&M Home, Caravane, and FabIndia, which provides them with ongoing business leading to their overall stability and sustainability. The channel ecosystem includes building e-commerce opportunities.



Connect

The connect part of the model involves using technology to link producers to a larger ecosystem. Digital technology affords scale opportunities with traceability and transparency. Industree is building a collaborative digital societal platform, called the Platform for Inclusive Entrepreneurship (PIE) for scalability to offer various services to producer enterprises, providing a collective operational space for knowledge assets (content, processes, tools, solutions), service provisions, and data analytics (to innovate and respond), enabling every stakeholder to bring their strengths in a unified way. Additionally, Industree is working to connect producers directly with consumers through an online e-commerce platform called Flourish, which is producer-owned.

Value Chains

Bamboo Value Chain, Karnataka, Maharashtra

Industree Foundation is working with women producers, farmers, and youth through the establishment of producer-owned enterprises and farmers across the bamboo plantations in Karnataka. We are working to enable an inclusive ecosystem in Karnataka to facilitate socio-economic opportunities and building sustainable livelihoods.

Bamboo sequesters four times more carbon dioxide than average timber and produces 35% more oxygen. As a fast-growing and highest-yielding renewable resource, bamboo offers high revenue returns to its growers while driving carbon sequestration. The environmental impact is visible through sustainable plantation, cultivation and harvesting practices, enabling improved land management and increased carbon sequestration.

The value chain is building rural livelihoods in both farming and artisanal production, enabling improved working conditions and increased income for smallholder farmers and artisans. The plantation activity has generated an alternative source of revenue for at least 2,000 farmers. More than 1,24,000 saplings have already been planted on nearly 785 acres of new bamboo plantations as a future source of certified bamboo raw material for these creative manufacturing units.



Non-Timber Forest Products (NTFP)/Biodegradable leaf plate, Odisha

Sal and Siali leaves are gathered in the NTFP/biodegradable leaf-plate value chain has empowered women in the rural hinterlands and forestry landscape by connecting them to local and national supply chains for biodegradable leaf products. Its sustainability efforts are committed to good for the planet, business, and communities.

For the utilization of sal leaves in the Non-Timber Forest Product (NTFP) leaf plate value chain, the enterprise does not harvest sal leaves from the sal tree but utilizes the fallen leaves from the tree, which is forest litter. Women here are taught skilful ways of sourcing and manufacturing products, thus saving a lot of carbon footprint. The sal plates and bowls, for example, which are made by the tribal women of Odisha aim to replace plastic. The eco-friendly, biodegradable tableware is then dispatched to buyers in the local and national markets, to be used at community gatherings such as weddings, or restaurants. The leaves of Sal are not only sustainable but also produce livelihood impacts and benefit both the planet and society.



Banana Value Chain, Tamil Nadu

Industree is working across Banana value chain in Tamil Nadu to create an ecosystem that will support women producers and enterprises by connecting them with national and international markets. In the banana value chain, the work with banana farmers and agri-laborers is an important aspect as it optimizes backward integration, connecting the sourcing of raw materials to rope-making and basket-making units, completing the end-to-end value chain.

Banana bark, which is otherwise a waste material after harvesting the fruit, is usually burnt. Agricultural waste such as banana bark which are otherwise dumped in landfills or burnt and causing Green House Gas (GHG) emissions, are used to make eco-friendly products. Industree buys the bark directly from farmers and uses them in basketry and handloom products. The bark is also twisted into rope, and products are made using these ropes in various weave techniques. Our women producers are aligned to make these handcrafted home décor, fashion, and storage products. The value chain has collectivized nearly 4000 women producers and farmers in Tamil Nadu who together own the end-to-end banana value chain.

Handloom, Africa

Industree's work in the handloom value chains is through 'Farm to Fashion' project in Ethiopia, where the entire value chain is being integrated through specialised producer companies. The 'Yarn to Fabric' unit Tana Shema Sira Plc was incorporated as the 'weaver's producer company' last year, incubated in the Ethiopian Institute of Textile and Fashion Technology in Bahir Dar, under supporting Indian Trade and Investment for Africa' (SITA) funded by the United Kingdom's Department for International Development, implemented by the International Trade Centre (ITC). Industree Foundation is ITC's technical partner.

The shareholders of the 'fabric to apparel' unit are under training. The Farm to Yarn company will aggregate farmers who will own and operate a microspin and gin facility to enable them to sell value-added yarn instead of seed cotton as a commodity. This would smooth out the fluctuations in seed cotton prices and integrate the value chain from farm to fashion.

Apparel, Karnataka

Within the apparel value chain, we have one producer owned enterprises, both of which are located in the state of Karnataka. The producers are trained in apparel manufacturing as per industrial standards. Soft skill training covering subjects of financial literacy, family and societal awareness, entrepreneurship and self-development is also given. After training on specific apparel products for a stipulated time frame, they are now able to sew apparel for national and international markets. They are also trained to manage the enterprises with gentle hand-holding by a team of professionals.

Embroidery, Karnataka

Industree has centres for embroidery, located in Karnataka. Here the producers embroideres on ready-mades and on fabrics for buyers like FabIndia. The producers are trained by master artisans and are given tools to help with quality and speed. Training is carried out in a centre, a common space in the village which could be a school, panchayat building, place of worship etc. The training period is also used to build community level support for the project. As embroidery is a value addition that is hand-made, given some basic tools, a producer can do the embroidery from their home during free time. This allows us to take work to a producer's home and give them a way to earn even if they cannot commit to a full time position.

Collaborations

FLOURISH
made from good

Flourish

Flourish is an unique, global, curated maker owned marketplace that offers unique eco-friendly artisanal products. It aims to impact producer livelihoods by bringing their stories and products to conscious consumers worldwide. So far, brands like Kullvi Whims, Kalapuri, Kamli Tribes, Iro Iro, and many more from various parts of India have been listed on the platform. Co-created and co-convened by Industree, Flourish is visualized as a producer-owned platform, where producers and producer groups are curated not only by their climate-positive products but also by their intentions and ability to pay fair wages all along the value chain.

The platform has a variety of products from 200+ ethical makers committed to responsible manufacturing and fair wages. It has a transparent cost break up as well as the complete story of the makers, process, and materials behind each product on the platform. It has a community section with stories of changemakers, DIYs, natural processes, and all things related to sustainable living and craft. Flourish has partnered with Onetreeplanted, Creative Million, and SolesforSouls to enable greater collective impact by creating visibility for their environmental and social impact initiatives. It also has a Travel section on the website to catalyze offline experiences for conscious consumers. In the spirit of conscious

living and consumption, Flourish is actively working towards being a carbon neutral brand. It is working on enabling a carbon neutral checkout mechanism.

Flourish Planet

Flourish Planet Social Benefit Corporation (FPSBC) is a wholly owned subsidiary of Creative Million Inc (US Based 501(c)(3) organization). and is registered as a Public Benefit Corporation in US. FPSBC for Flourish is the operational institution. In addition to makers from Asia, flourishplanet.com onboards makers from minority and indigenous communities in North America currently. Flourish US is establishing partnerships with various network organizations to provide access to the platform to the maker community in US, Mexico and Canada. Azizi Life supports artisans across Rwanda who handcraft home décor products with a vision to lift their families out of poverty. Aya Paper is a Black woman-owned business crafting beautiful stationery, cards and handbags, celebrating Black culture through representation, community advocacy and education. Made for Freedom is a Fair trade certified jewelry and personal care survivor brand from China; creating livelihoods for women and girls who have been previously sex trafficked.

90% of its shares are held by Producer Ownership Trust and 10% by Professional Support Services Trust





Regenearth

Regenearth is a practitioner guided, cohort based capacity building endeavour for social enterprises, accelerators, NGOs and educational institutions. It builds on the learnings from the deep rooted work across Industree Crafts Foundation's work with communities across different value chains and geographies. Using the design thinking principles of co-creation, collaboration and the 6C framework designed by Industree, Regenearth is a movement to propel creative manufacturers towards sustainable livelihoods by sharing and adopting successful models and becoming reliable players in supply chains.

Our 6C framework is the guidelines for the curriculum which is a unique framework developed based on our experience while working in this sector. The Programme has evolved into three different versions curated thoughtfully using different Design Thinking tools and frameworks that the participants can apply in real time. Mentors and guides are linked to enterprises who support the participants through their cohort journey. Additionally, collaborations with subject matter experts & fellow practitioners in the sector further feed into the curriculum thus expanding the knowledge base.

The Inclusive Leadership Programme which aims to capacity-build entrepreneurs to build scalable and sustainable manufacturing enterprises and support facilitating organisations, accelerator/ incubator organisations and educational institutes as well.

The Paraprofessional Programme aims to capacity-build community based talent to serve producers in micro-enterprises.

The Women Enterprise Leaders'

Programme aims to capacity build enterprise-level leaders from communities.

Our approach is to build an ecosystem by collaborative, co-creation of curricular elements and adoption of best practices from across geographies and sectors, design and market driven solution approach and creating a digitally powered methodology as an agency for solution and scale. By the network effect and cascading of learnings the programs will be able to impact the lives and build a community of practices as a continued journey.

Regenearth aims to impact the lives of 300,000 producers over the next 5 years via organisations working in the development sector. Currently running its 4th cohort and preparing for the launch of its 5th cohort, the programme has reached over 7 countries and 80+ organisations





Creative Dignity

Creative Dignity focuses on supporting the artisanal ecosystem in India. Within a short period this collaborative movement, with marginal resources, was able to garner more than 1,000 professionals to come together as Creative Dignity. Like many new age movements, Creative Dignity was launched in a modest way on a WhatsApp group.

Committed individuals from the self-organized craft sector believed the larger population was unaware of the handmade economy, the second-largest employment generator in rural India. With the onslaught of the pandemic, the situation worsened for artisans. The network began looking for ways to support them through the lockdown phases and organized relief for artisan families in distress. CD reached over 13000 families with medical & food rations, community kits, awareness material, etc.

CD reached over 13000 families with medical & food rations, community kits, awareness material



This kept starvation at bay but was not the long-term solution. Conversations around the challenges and the future potential of the ecosystem grew into an energetic network of multiple stakeholders willing to work together. Within four fast-paced months, the network grew with connections in 26 states of the country and succeeded in raising money for relief, organizing digital access to markets, designing digital capacity building for artisans, and experimenting with new ways of existing.

After two years of palpable impact and experiments in various new-age avenues like digital exhibitions, Craft NFTs, etc., members of Creative Dignity decided to work towards post-COVID recovery leading to rejuvenation for artisan groups in India. We are looking at this rejuvenation through a need-based approach to artisan enterprise development in key areas like design interactions, market connections, and digital knowledge building.

Our approach to capacity building is building an Artisan Enterprise Lab that catalyzes the development of artisan business through workshops, business and market-specific modules, and knowledge sharing in fields like design, digital presence building, brand building, etc. For this we have partnered with various members and experts to conduct workshops and trainings with artisans, and develop resources and templates they can use in their business. Our approach to design is a part of knowledge sharing and also includes nurturing collaboration and mentorship between artisans and market-focused urban designers. The approach to the market is presenting the right crafts and products to the right audience in the best possible way, including making focused connections for artisan groups with buyers, creating unconventional market spaces for showcasing the richness of handmade creations, etc.



CoLive

CoLive (Community Livelihoods Coalition) is one of the largest inclusive collectives, addressing resilience via sustainable livelihood generation with the accelerated community response to health emergencies. CoLive has access to more than 150 million people across rural India through its network of more than 1000 grass root organizations and civil society networks across India and is tiered on three existing Covid Collabs formed last year Covid Action Collaborative, RCRC and Catalyst2030 National Association of Social Entrepreneurs. The vision of CoLive is to enable women and youth from the most vulnerable communities of smallholder farm families and those dependent on the commons to survive Covid 19 waves, stay protected, rebuild their livelihoods, and enable regenerative economic recovery.

As the COVID-19 pandemic became less of an immediate concern, CoLive shifted its focus. Originally called the Covid Livelihood Coalition, it's now the Community Livelihood Coalition, primarily focusing on helping vulnerable communities rebuild their lives after the pandemic. CoLive's core values include supporting resilient livelihoods and community-centered work. The aim is to strengthen the livelihoods of marginalized producers, empower communities, and improve their quality of life through partnerships and collaboration.

One notable project within CoLive is the VAMA Project, which stands out for its collaboration with eight funded NGO partners operating in five different states across India. Together, they aim to support the livelihoods of 1030 women across the country over a 10-month period from January to October 2023. The VAMA Project's impact is closely aligned with the 6C Industree model, focusing on Access to Capital, Access to Capacity, and Access to Channel, with funding provided by the TARGET Foundation.

The overarching goal of the VAMA Project and CoLive as a whole is to facilitate targeted economic recovery by prioritizing ecosystem building. This will be achieved through a collaborative and simplified approach. By connecting like-minded NGOs with a shared mission of empowering women artisans across India, CoLive guides these organizations in supporting and guiding women on a transformative journey. Through training, resource mobilization, mentorship, and market connections, CoLive empowers these artisans to transform their talents into sustainable businesses.

CoLive currently has about 75 organisation members and works with three existing Covid collaborations formed during Covid





PIE

Platform for Inclusive Entrepreneurship, is a societal platform built to create economic opportunity for farm and off-farm entities and individuals. At its simplest, the platform creates a digital space to connect various entities across several value chains with a stake in positive change. It is not limited to entities and individuals but extends to partners like markets, financiers, product experts, trainers and technology contributors. Hence, it will first act as a repository of registries for various stakeholders to enable discoverability. In addition, PIE will be comprised of a suite of apps, addressing various areas such as onboarding, measurement and evaluation, compliance, orders, and stock to a customer-facing e-commerce portal. Additionally, PIE will provide online courses like leadership training, gender training and entrepreneurship programs for those who wish to learn how to run impact enterprises. What sets PIE apart from any other societal platform is its focus on enabling distributed producer ownership. As a business model, it is tremendously robust, flexible and when properly executed, offers massive scalability. With regard to individual producers, it results in higher wages, social equity, and thus improved livelihoods. By increasing working wages for the poor, producers have the opportunity to spend on the improved services the rest of the impact world is trying to micro sell to them such as better education, health, water, sanitation, energy and financial access.

PIE has a broad approach involving the following two aspects:



Tools: Create a digital infrastructure for producers at grassroots level. In this regard, Industree is using software solutions across the 6Cs. Tools developed currently are

- 1) an unique Collect App is designed to capture the work across plantation
- 2) a maker management portal for makers accessing channel services
- 3) Discovery of makers who can create their individual portfolios using the co-create app
- 4) An enterprise resource management tool is being customised to suit medium scale producer led collectives.

Networks: Industree has been involved as the secretariat for Creative Dignity, a movement comprising of a wide variety of actors ranging from designers, grassroot organisations, artisanal entrepreneurs etc, launched in response to the Covid wave that hit India in March, 2020 with a strategy of providing critical aid (Relief), sell unsold produce (Rehabilitation) and build overall eco-system (Rejuvenation) for artisans across the country. Industree then seeded CoLive - Community Livelihood Coalition in April 2021. It has been an active part of Catalyst 2030 which is a global movement to achieve the SDGs by 2030, as well as helped seed Catalyst 2030 NASE, in India.

Collaboration: Orchestrating/ being part of such networks helps build common understanding of goals as well as strengths and weaknesses that need to be leveraged or tackled.

Supporting Evidence: The PIE model is a tried and tested solution in building producer-owned companies, meeting global compliance standards, disaggregated manufacturing, value-addition and design, and market building and branding. Some examples include: Mother Earth, I Got Crops, Vrutti, GreenKraft, tseek.

The core co-creators of PIE- Industree, Vrutti and Platform Commons Foundation collectively share over more than two decades of extensive experience in grassroots livelihoods and technology.

As a business model, it is tremendously robust, flexible and when properly executed, offers massive scalability



Tribal women from the state of Odisha

Producer Companies



GreenKraft is a 100% women producer-owned social enterprise, supported by Industree Foundation. The company manufactures high-quality hand-woven products made from waste Banana bark. The cumulative sales since inception is over 8 Million USD, with global customers like Ikea, H&M, Caravane etc.

GreenKraft (which the producers jointly own) located in Tamil Nadu manufacture and sell products such as baskets, bags, mats, etc. made out of fibers from Banana bark-a waste product after harvesting of Banana. GreenKraft believes that if the women producers have access to a sustained and consistent demand for their products and services and are also provided with an enabling ecosystem, they can integrate into the formal economy and lift themselves out of

the state of poverty. Therefore they work towards building a self-sustained producer company that especially empowers women socially and economically.

This is the first time in India that a formal set up of this kind has been established which is scalable and has systematic processes in place for high standards in production. GreenKraft is committed to sustainable production practices and environmental consciousness is ingrained in every level of operations. From the usage of natural fibre as the raw material to operational efficiencies- LEAN manufacturing practices, opting renewable energy sources, minimizing wastes, reducing commuting distance for women producers, efforts are made to keep carbon footprint to the minimum.

GreenKraft is committed to sustainable production practices and environmental consciousness is ingrained in every level of operations



Scene on site at GreenKraft

Incubated by Industree in 2021, **Forest Green** is enabling an inclusive ecosystem to facilitate socio-economic opportunities and building sustainable livelihoods for women and youth in forest fringe areas of Odisha. The initiative has created the mechanism to empower the women of Khonds, Kui, Dharua, Paraja tribe to prosper and increase their general wellbeing.

Forest Green has given them opportunities to leverage forest based enterprises, providing continuity in work and decent incomes, build their socio-economic cohesion while enabling them to preserve their prevailing culture. Theory of Change focuses on the key strategy that transforms the green resources and skills of the women to a higher value product, such as a globally compliant buffet plate. The higher-value plates have the potential to fetch a 10X price of 10 cents with customers across India and can be supplied globally at these prices. The climate-driven impact under Forest Green has significantly

supported natural and eco-friendly based products, with women driving the climate actions and conserving the environment at the grassroots level. There lies a huge scope for these products to be taken to the international markets as well, especially since communities across the globe are looking for sustainable solutions that can substitute single-use plastic.



The higher-value plates have the potential to fetch a 10X price of 10 cents with customers across India and can be supplied globally at these prices



Scene on site at Forest Green



Ektha Apparel is a producer-owned social enterprise incorporated in 2013 in Karnataka, creating contemporary clothing and accessories. In addition to apparel production, Ektha also has embroidery units where producers create hand-embroidered designs, adding value to products. All producers have an equal stake in the company. It's mission is to engage women producers at the bottom of pyramid, empower them and connect them to markets.

As owner- members, they have access to increased finance, training, social security, child care, and more. Over 90% of the members are women, with a significant number of them in supervisory and managerial positions. Some of the buyers include Synergy lifestyles, I was a Sari, PBK waste solutions, Sri Datta Readymade garments, Pemex, Nakshi creations, Jagadguru Marketing.

Over 90% of the members are women, with a significant number of them in supervisory and managerial positions



Kind Ethiopia-The pandemic changed the situation globally and gradually we adapted a new way of operations. For our project in Ethiopia while the Industree teams returned safely to India, the baton was taken up by the local teams that pivoted quickly to meet the needs for masks and PPE kits for the region. Afterwards however, the downturn in demand because of the pandemic and civil war did not allow the tailoring unit to continue on its planned trajectory but the weaving unit continued to do commendable work. The Ethiopian designer community saw the scope in the fabric developed by Tana Shema - the local producer company. It has continued to produce fabric on demand for local, national and even international orders, and has not suffered any slack in demand.

Additionally, it was decided to conclude the training on Indian looms in an innovative way by creating a mirror setup between Bahir Dar and Bangalore for the pending training. Setting the Indian Loom, drafting and weaving using Dobby led to knowledge transfer of creating borders (an essential feature in typical Ethiopian traditional fabrics) beyond master weavers, as also of Jacquard Box setting and operation, Actioning the installation and operations of the solar powered amber charkha were completed successfully. Overall, a transition over to the teams in Ethiopia was established and continued support is extended on a need basis, from time to time.

The Ethiopian designer community saw the scope in the fabric developed by Tana Shema - the local producer company



Biodegradable leaf plates on display

Events



Good Fashion and Lifestyle July 21st 2022

The Good Fashion & Lifestyle (GFL) event organized by Industree Foundation was slated for 21st July 2022. This event showcased designer-led, ecologically sound, and sustainable Home & Lifestyle products crafted from Banana Bark, Bamboo, and Sal and Siali Leaves created by women producers working in women enterprises. Every product told a story of inclusion, rich craftsmanship, and traditional practices intertwined with modern machinery and tools. The raw materials are not only sustainable but also produce livelihood impacts and benefits both on the planet and society.



Entrepreneurship Story (CNBC-TV18) August 8th 2022

Shereen Bhan talks to Neelam Chhiber about the pursuit of profit with a purpose on CNBC-TV18's The Social Entrepreneurship Story.

<https://www.youtube.com/watch?v=WG--AWCdw4Q>



Goalkeepers 2022 September 20th and 21st 2022

Neelam Chhiber was a part of the Goalkeepers 2022 event held in New York City. Started by the Bill & Melinda Gates Foundation, Goalkeepers is a catalyst for action toward the sustainable development goals—bringing together leaders to make progress toward ending poverty and fighting inequality.

Dasra Philanthropy Forum 2022 September 22nd 2022

Neelam Chhiber was a panelist in a discussion on 'Raising Equity in Philanthropy: Difficult Questions in a Changing World' which happened on 22 September 2022, in New York addressing the gaps of inequalities using a Gender, Equity, Diversity, and Inclusion (GEDI) lens and also discussed ways to build a better future.



Women Entrepreneurship Platform 3.0 October 10th 2022

The WEP 3.0 brought together women, entrepreneurs, and development agencies to unveil the new entrepreneurship ecosystem

platform. Akila Lean, Sr. Director of Partnerships, represented Industree Foundation and highlighted the organization's functioning model. It aims to bring women from different parts of India to build a nurturing ecosystem, enabling women to realize their entrepreneurial aspirations.

<https://www.youtube.com/watch?v=hg65cUY4uXw>

**Tejaswini (DD News)
October 10th 2022**

Neelam Chhiber were a part of DD news 'Tejaswini' discussion. They were interviewed on how they make it possible on the ground to empower women, tribals, and small farmers.

<https://www.youtube.com/watch?v=oFR2RqS0mrM>

**Indian Handicrafts and Gifts Fair 2022
October 19th 2022**

Industree Foundation participated in the IHGF Fair 2022 held in Delhi. It is India's largest fair in the Home, Fashion, Lifestyle, Textiles and Furniture sector and an exclusive B2B platform is developed to assist buyers from all across the globe to source from India.

**Enabling Local Livelihoods: Leveraging SHGs and FPOs to Empower Communities (India CSR Summit)
November 16th 2022**

Akila Lean from Industree Foundation was a panelist at the 'Enabling Local Livelihoods' session held in Delhi at the CSR Summit 2022 organised by CSR Box.



**South Asia Social Investment Summit 2023 (AVPN)
January 19th 2023**

Susan Bhaktul, Sr. Director Marketing and Communications, was a panelist at the 'Digitalising Rural Women and MSMEs: Insights & Opportunities' session organised at AVPN's South Asian Social Investment Summit 2023 in Mumbai.

The session focussed on highlighting innovative and leading work done for the digital financial empowerment of women micro-entrepreneurs. It also stressed key lessons and insights about effective models and pathways to the digital financial empowerment of women micro-entrepreneurs. ▼

▲ **Indian Handicrafts and Gifts Fair 2022**

**India Fashion Forum 2023
February 28th to March 1st 2023**

Susan Bhaktul from Industree Foundation was a panelist at The Centre for Responsible Business session on "Brands with Purpose: Time to Walk the Talk" at India Fashion Forum 2023. The session brought together experts and practitioners who shared insights on the fashion industry sustainability landscape and purpose-driven brands. It also discussed how sustainable practices can be used to create long-term value for consumers.





Skoll World Forum ▲
April 12-14th 2023

Neelam Chhiber and Jacob Mathew of Industree Foundation were at the Skoll World Forum held in Oxford. The 20th Skoll World Forum celebrated the social innovations and change leaders driving global progress. Their vibrant community includes artists, activists, social entrepreneurs and innovators, and other change leaders.



Stockholm Climate Week
April 18-22nd 2023

Neelam Chhiber was a speaker at the Stockholm Climate Week held in Stockholm and organized by 'We Don't Have Time'. Neelam, with the other panellists, discussed climate solutions, the importance of reducing massive emissions, and how Industree is and will contribute towards sequestering Carbon.

<https://www.youtube.com/watch?v=-XJ6K4sPWyc>

Nature-based Solutions Solving for Economic Resilience at the Intersection of Equity, Climate & Gender (CCW) ▲
May 5th 2023

Industree Foundation organised a session at CCW 2023 titled- "Nature-based Solutions Solving for Economic Resilience at the Intersection of Equity, Climate & Gender" session at CCW 2023 brought together thought leaders and ecosystem partners to bring insights from their decades of experience to understand the crucial need for the interconnectedness between Equity, Climate and Gender.





International Centre (BIC) today. Prof. Ashoke Chatterjee delivered a keynote session before the plenary to set the stage. The plenary session 'The Power of India's Cultural Economy' hosted by 200 Million Artisans + NICEorg included speakers Neelam Chhiber, Industree Foundation; Aparna Uppaluri, Tata Trusts, moderated by Sanjay Anandram, NICEorg.

The research 'Business of Handmade, 2nd Edition, Financing a Handmade Revolution' was unveiled at the conclave. Kula Conclave is a first-of-its-kind, networking forum curated to bridge the inclusive finance gap for India's many cultural entrepreneurs. The sessions and conversation touched on key themes like blended finance, the power of collaboration and ecosystem building, gender, climate action, impact investing, accelerating social change through strategic philanthropy, power of SDG 12.

▲ **Sikkim Conclave**
April 29-30th 2023

Industree was at the Civil Society 20 Sikkim Conclave, organised by C20 India (SRC)-Climate, Environment, and Net Zero Targets, held in Gangtok to exemplify its best practices (Udharans) and innovative solutions. Industree was among the 28 society-centric organizations to showcase its exemplary grassroots work.

Highlighting Industree's endeavour on an international symposium, the narrative of Equity, Climate, and Gender echoed deeper with the audience. Industree was amongst the 28 society-centric organizations to showcase its exemplary grassroots work, creating a lasting change among communities.

The Kula Conclave ▼
July 14th 2023

The Kula Conclave 2023 hosted by 200 Million Artisans and partners Yunus Social Business Fund Bengaluru, Creative Dignity and NICEorg - Network of Indian Cultural Enterprises was held at Bangalore



In the news

Floor Impressions September 2022

A table mat made of Banana Bark woven by creative women producers from Tamil Nadu was featured in Good Homes Magazine's August edition.

India Exim Bank's Magazine October 2022

An article on Industree Foundation's work was featured in India Exim Bank's magazine 'Elevating Artisans. Building The Nation.'

Catalyst 2030's Global South Climate Report November 2022

Industree Foundation was featured in Catalyst 2030's report 'Local Solutions from the Global South: Changing the Narrative of the Climate Debate', which shed light on local innovations and practical solutions from organizations headed by the members.

<https://catalyst2030.net/wp-content/uploads/Proven-Climature-Solutions-Catalyst-2030-COP27-2022-11-17.pdf>

Deccan Herald- TiECON Article March 2023

Neelam Chhiber was featured in an edition of Deccan Herald's Newspaper covering her presence and insights at the TiECON Hubli Conference.

EY Article- The CEO Imperative December 2022

Industree has been featured in EY's article 'The CEO Imperative: How can you put regeneration at the heart of creating value?'. Focusing on sustainable natural fibre and regenerative agricultural value chains, such as banana, bamboo and non-timber forest produce, it is highlighted that Industree upsills women to adopt green business practices and connects them with national and global markets for natural and biodegradable products.

https://www.ey.com/en_gl/sustainability/the-ceo-imperative-how-can-you-put-regeneration-at-the-heart-of-creating-value

Women can accelerate climate action -IDR Online May 2023

Akila Lean highlights 'how women in collectives working on nature-based solutions are already contributing to carbon sequestration and mitigation efforts. "We must now prepare them to be part of global climate-positive value chains".

[Women can accelerate climate action | IDR \(idronline.org\)](https://www.idronline.org)

On Trade 2023- Special Edition on Women Achievers July 2023

Neelam Chhiber's article, titled "Transforming the Livelihood Ecosystem for Women" was featured in On Trade's special edition on Women Achievers. This piece dove deep into Neelam's experience in the social sector and the efforts that she and her team are making toward women's empowerment. The article aimed at inspiring more youth with similar mindsets to join the force of women leaders to make the world a better place.

<https://wtcmumbai.org/On%20Trade%20January-February%202023%20Women/On%20Trade%20Jan-Feb%202023%20%20WOMEN%20ACHIEVERS.pdf>

Building Green Supply Chains with Creative Manufacturing (200 Million Artisans) July 2023

Neelam Chhiber's article was featured in 200 Million Artisan's second edition of the 'Business of Handmade' report which covers various topics on how catalytic capital can jumpstart India's cultural economy.

<https://www.businessofhandmade2.com/building-green-supply-chains>





Bamboo products on display



Bamboo products

Partners



Projects



POWER

Industree Foundation, in partnership with USAID, has successfully implemented the first three years of the POWER project.

POWER project has been extended for two additional years and will work with a total of 7,000 women producers in Karnataka and Odisha and 2,000 farmers in the bamboo cultivation in Karnataka. The primary focus will be on developing markets, mainly building up a producer-owned distribution and sales channel nationally in various cities in India while exploring international market channels.



Wells Fargo

The project empowers 100 women economically and socially by establishing producer-owned companies in the bamboo value chain in Karnataka. With the initial funding through this philanthropy, these collectives will become financially self-sustainable at scale, providing regular incomes, health insurance, and social security to their women members. The program is also creating a resilient workforce by handholding women enterprises towards sustainability by providing market linkages and enabling them to take leadership positions in the enterprises.



foundation

POWER of HUNDRED

Industree's first project in Power of Hundred initiative is supported by the Target Foundation. The project, focuses on creating supportive ecosystems for women producers through Deep Hand Holding (DHH), Broad Hand Holding (BHH), and Deep Hand Holding @ Scale (DHH @ Scale). Through these various levels of support, creative producers are earning steady incomes through decent and equitable work, gain access to the consistent demand for their products, and thus lift themselves out of poverty and attain social empowerment.



BNP PARIBAS

The bank for a changing world

PROGRESS

Promoting Resilience Of Gender through Rural Entrepreneurship (PROGRESS) project is funded by BNP Paribas in the Bamboo value chain in Karnataka. The project is enabling to create green & sustainable livelihoods for rural women in Karnataka and will directly impact 400 beneficiaries and indirectly impact around 3,200 people.

In Tamil Nadu, the initiative is impacting 300 women producers and supporting to create a resilient workforce by handholding women enterprises in the banana value chain towards sustainability by providing market linkages.



RISE

Industree in partnership with HDFC Bank Parivartan Initiative is implementing a Focused Development Program (FDP) in Tamil Nadu and Karnataka towards the Rural Institution for Sustainable Empowerment (RISE) project. Project RISE in the Banana value chain in Tamil Nadu is working with the existing collectivized women producers who own the end-to-end Banana value chain. The aim is to provide access to finance, markets, and capacity building to 1,400 women and 1,500 Banana farmers & agri-labourers across seven enterprises to become a part of a resilient workforce, by creating sustainable, and healthy livelihoods closer to their homes.

In Karnataka, Project RISE is working in the Bamboo value chain for Bamboo cultivation and seeks to create economic opportunities for small and marginal farmers' collectives, hand-holding 1,200 Bamboo farmers and aggregating them in FPOs for plantation of Bamboo plants as per Forest Stewardship Council (FSC) standards at Karnataka. It also aims to promote sustainable cultivation and management of Bamboo by developing better cultivation and harvest practices, creating a positive environmental impact.



Amazon

Industree Foundation and Amazon India have partnered to create socio-economic opportunities for women, especially from the tribal, indigenous, and economically disadvantaged communities in the state of Karnataka, to build collectively owned enterprises close to their homes and become a part of mainstream supply chains. The project is implemented to envisage the creation of women-owned enterprises in the off-farm value chains. The collaborative work with these enterprises is acting as a reference implementation for scaling women-owned producer enterprises across diverse commodity value chains.



**EMPOWERMENT
FOUNDATION**

Empowerment Foundation

Project HOPE (Hand-holding of Producer-Owned Enterprises to build Create, Channel, and Capital Capacity) is working with creative manufacturers across different value chains, to empower the countryside poorest of the poor population.

The idea is to successfully onboard their products onto an online platform while they retain complete ownership of their business, gaining a passageway into the digital ecosystem.



Aventus

Aventus Capital Private Limited and Industree Foundation initiated the project to enable women producers sustainable livelihood practices from Karnataka in the bamboo value chain. The project empowers women both economically and socially through the establishment of producer-owned enterprises. The women producers are trained to produce value-added products in the bamboo natural fiber value chain, creating lifestyle and home accessories products for global and national markets. The project has reached out to impact 200 women producers in the bamboo value chain.



Cartier Philanthropy

The project envisages setting up two women-owned NTFP/ biodegradable leaf plate-making enterprises aggregating a total of 800 women producers. So, the enterprises are connected to the market for work orders, and the women producers take ownership & agency of the enterprises they work in. The project implementation is taking place through the creation of enterprises collectively owned by women producers, building and strengthening micro-enterprise leaders and the professional management team support to the women producers-owned enterprises.



**Rainmatter
Foundation**

Rainmatter

Industree Foundation and Rainmatter have partnered towards livelihood generation for tribal women and transforming them into entrepreneurs in Maharashtra and Karnataka. The association supports advancing mutual goals around improving the lives and livelihoods of tribals at the grassroots, gender empowerment, and overall sustainability goals. These collectively owned enterprises are closer to their homes that helps them become a part of mainstream supply chains, with availability and access to markets.

The partnership also aims to work with farmers on bamboo cultivation in Maharashtra. The farmers are trained in sustainable cultivation and harvesting techniques and assisted in getting international certifications such as Forest Stewardship Council (FSC) certification enabling them to work with international market requirements. They will continue to generate revenues from their land holdings by harvesting and selling bamboo culms.



360 One Foundation

Industree Foundation has partnered with 360 One Foundation to empower farmers, especially women, in rural Maharashtra by establishing a sustainable end-to-end bamboo value chain. 360 One Foundation, through catalytic grant funding, is supporting to build of an ecosystem for the farming community to enhance the livelihoods of farmers growing bamboo in Maharashtra through localized nature-based solutions. The current initiative supports 300 farmers.

Awards & Recognition

2011:
Social
Entrepreneur of
the Year, India



2011:
Peer Grant
Award

2011:
Winner, India
Development
Marketplace



2012:
L'Oréal Paris
& Femina
Women's Award
for Social
Impact

2013:
Fellow for
the Women
Change Maker
Fellowship
program



2015:
Outstanding
Women
Entrepreneur of
the year

2017:
Winner,
National
Contest
on Social
Innovation



2020:
Winner of
the first ET
Evoke Social
Entrepreneur
Award

2021:
She is 75
by the office
of Principal
of Scientific
Advisor to the
Govt. of India

SHE IS: Women in STEAM



2021:
Women
Transforming
Awards 2021
by Niti Aayog

Accounts

Position



VENGADAMANI & CO
CHARTERED ACCOUNTANTS
CA.R.SUBRAMANIAN, B.Com., FCA.
M.No. : 207705, FRN : 006778S

(Amount in ₹ - Lakh)
₹ "0,00,000"

Organisation Information

Registered Name
Indus Tree Crafts Foundation
Trust Registration Number
TRN : 362 /2000-01
Date of Registration
August 24th 2000

Statutory Information

PAN Number
AAATI2700B
Latest 80 G Number
AAATI2700BF220214
Latest 12 AA Number
AAATI2700BE220214
FCRA Registration Number
094421327
We Bank with
For Domestic :
ICICI - Bangalore
For FCRA: SBI - New Delhi
Statutory Auditors
Vengadamani & Co.
Internal Audit
MSSV & Co.

Indus Tree Crafts Foundation

Income and Expenditure Account

Particulars	Sch. No.	Year Ended 31-03-2021	Year Ended 31-03-2022	Year Ended 31-03-2023
INCOME:				
By Project Grant Received		1,480.82	2,487.30	3,291.07
By Donation Received		31.08	73.28	9.65
By Other Receipts		30.86	14.38	12.58
Total Income	2.1	1,542.76	2,574.97	3,313.31
EXPENDITURE:				
To Training & Development Expenses	2.2	1,629.20	2,877.98	2,700.05
To Administrative Expenses	2.3	40.49	63.68	294.23
To Financial Expenses	2.4	2.94	7.26	6.36
To Depreciation	1.3	23.32	33.65	41.89
Total Expenditure		1,695.95	2,982.58	3,042.53
Net Excess of Income Over Expenditure		-153.19	-407.61	270.78

Balance Sheet

Particulars	Sch. No.	As on 31-03-2021	As on 31-03-2022	As on 31-03-2023
SOURCES OF FUNDS:				
General Fund	1.1	535.84	128.24	416.31
Loan Fund :				
Secured & Unsecured loans	1.2	98.98	53.76	-
Total		634.83	182.00	416.31
APPLICATION OF FUNDS :				
Fixed Assets :	1.3	138.88	200.77	231.27
Current Assets:				
a. Deposits		84.77	49.85	54.51
b. Sundry Debtors		176.89	133.64	62.48
c. Cash & Bank Balances		581.32	209.17	418.99
	1.4	842.99	392.66	535.98
Less : Current Liabilities & Provisions	1.5	347.04	411.44	350.94
Net Current Assets		495.95	-18.77	185.04
Total		634.83	182.00	416.31

As Per My Report of Even Date

For Indus Tree Crafts Foundation

CA.R.Subramanian

Mrs. Neelam Chhiber, Mrs. Gita Ram

CA.R.SUBRAMANIAN, B.Com., FCA.,
Chartered Accountants

Mrs. Neelam Chhiber, (Managing Trustee)
Mrs. Gita Ram (Trustee)

Place : Bangalore
Date : 01.09.2023



This report was prepared by Kajendran Sankar

255, V.O.C. Street, Tirunelveli Town, Tamil Nadu - 627 006. Ph: 0462 2338475, M: +91-98421 57725 E-mail: tvlrmanica@yahoo.com

Industree Over Time

COMPANIES

2000

2008

2010

Narasapur Producer Transform Pvt. Ltd.

Ministry of Textiles Mega Cluster Scheme SPV with 50% artisan share holding, evolved to impact over 15,000 producers, under Ministry of Textiles Mega Cluster Scheme

2012

GreenKraft Producer Company Ltd.

Women-majority producer owned company creating natural fiber products for domestic and international markets

2013

Ektha Apparel Producer Company Ltd.

Women-majority, producer owned company creating contemporary clothing & accessories

2019

Tana Shema Weaving Works PLC

Producer owned weaving unit incubated in Bahir Dar, Ethiopia

2020

2021

Flourish Planet Private Limited (India)

Producer-owned entity to bridge digital gap between creators & consumers. Incorporated by two trusts: Producer Ownership and Welfare Trust (90%) & Professional Service Providers Trust

BRANDS

Industree Foundation

Created as a liaison with the Government of India, to implement Grant in Aid scheme for artisanal producers and to provide professional management and infrastructure to producers

Mother Earth

Brand established to give identity to artisanal products, focused on social and environmental sustainability

COLLABORATIONS



KIND Ethiopia

Producer owned artisan product brand launched in Addis Ababa, Ethiopia

Platform for Inclusive Entrepreneurship (PIE)
Regenearth
Creative Dignity
Catalyst 2030

Flourish

Ethical and sustainable e-commerce platform supporting Indian and global co-owners, owned by producers

Community Livelihood Coalition (CoLive)
Aims to protect, recover and rebuild lives and livelihood across India



From the top: Neelam Chhiber



The year 22-23 was a pivotal year to drive Industree's work on Nature Based Solutions forward. Industree continued to be a strong voice for Equity, Climate and Gender, being invited to present its model in the Post Budget Webinar - organised by the Ministry of Women and Child and Ministry of Rural Development, Govt of India, inaugurated by the Hon'ble Prime Minister, in March 2023. The best Indian models of women collectives were showcased. Industree presented India's largest off farm collective - GreenKraft Producer company. GreenKraft has been supported by Industree and has been the institution through which communities have transacted over 8 Million USD of business, impacting the lives of more than 10,000 women, with increased equity, incomes, voices, leadership and positive impact on their planet, in Nature Based creative enterprises.

Industree has stepped up efforts to enable communities to mitigate and adapt to climate change keeping the intersection of Equity, Climate, and Gender (ECG) at its core.

'With Women, Our Planet Thrives' has become the rallying cry in commitments, actions, and activities Industree and its partners have collectively created a significant impact over the last year. Together, we have worked on community-oriented solutions across diverse topography, extensively diversifying value chains.

Our partnerships continued to grow with like-minded stakeholders sharing our core beliefs supporting the ECG narrative to effectively address the challenges we face today.

I am proud to say that we have created an everlasting impact on almost 6,00,000 lives and livelihoods, since inception. The Bamboo value chain in Karnataka and Maharashtra has witnessed the planting of 1,54,000 bamboo saplings planted over 855 acres of land.

At the organizational level, Industree is committed to becoming a more agile, responsive organization. We are enabling geographic diversity of its workforce and ensuring gender parity at all professional levels. There has been extensive strengthening of the leadership and development in Industree's Co-Org, or collaborative leadership strategy. With support from the Board and key strategic advisors and mentors, a gradual and smooth addition and transition in leadership is ongoing at Industree. Industree's rare experience and knowledge deserves to last way beyond its founders and its leadership team has shown great maturity, understanding and passion for the journey forward.

The Annual Report has given a glimpse into the various ways Industree has continued to build on its intention in this past year. Thank you for joining us in this journey towards a more sustainable future where we believe that we have to act locally to effect a global solution.

Neelam Chhiber
Co-founder and Managing Trustee



Bamboo product



Industree Foundation

Joseph Chemmanur Hall, Indiranagar, 1st stage,
1st cross, Bangalore - 560 038, India. Ph. 080 4222 9161
www.industree.org.in



industree
with women, for planet

