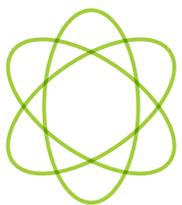


Annual
Report

2020

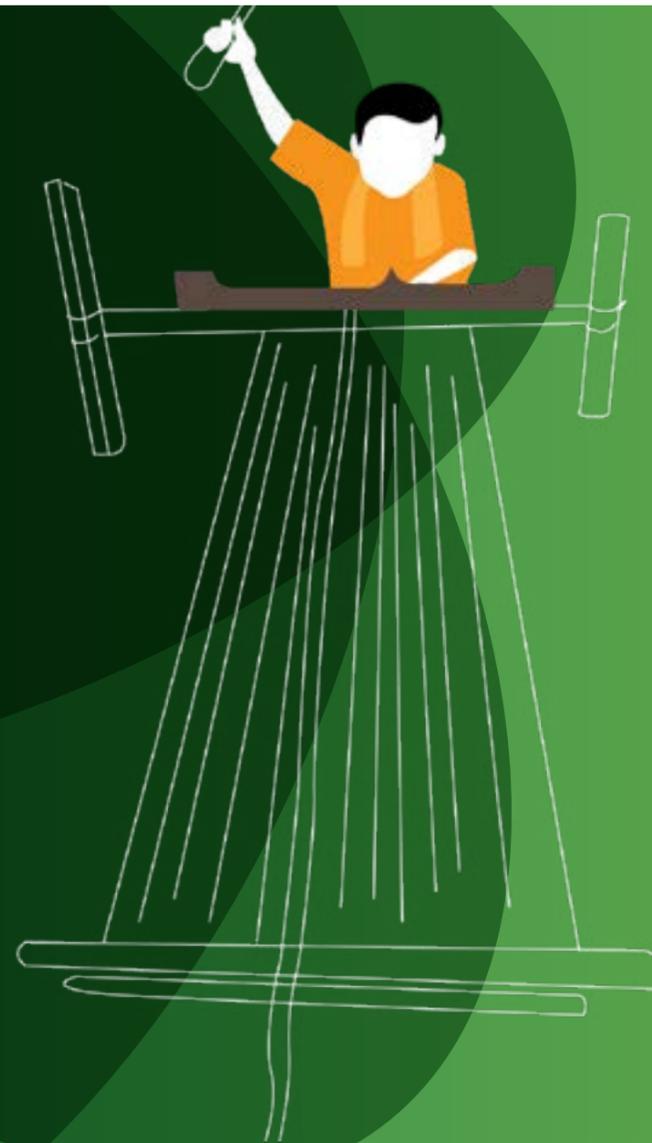


Catalysing
Ecosystems



industree

Industree Foundation's comprehensive approach helps communities assess their traditional skill base, organise them into production units, develop products that appeal to modern markets, and create consistent demand to create sustainable businesses at the lowest possible costs. Our approach has tripled the incomes of artisans in non-farm occupations by leveraging their artisanal skills and integrating them into the creative industries sector. Industree Foundation believes that if the poor have access to sustained and consistent demand for their products and services and are provided with an enabling ecosystem, they can integrate into the formal economy and lift themselves out of poverty.



Industree Foundation has reached 60,000 artisans across India and Africa, through collaborative efforts with organisations like The Future group, IKEA, Mastercard Centre for Inclusive Growth, Standard Chartered, The Freedom Fund, Tata Trusts, Grassroots Business Fund and National Skill Development Corporation.

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Join Our Journey

Through Global Inclusion



The last decade has been a tumultuous one and has presented a range of uncertainties accompanying changes in economic, political and climatic conditions. The cracks in the economic system have become wider than ever before and calamities from climate change including pandemics such as COVID-19 have intensified and increased in frequency. In response to this uncertainty, last year in particular, Industree Foundation has deepened its roots on its existing projects and widened its scope by collaborating with like-minded individuals and organisations making the organization and all of its projects stronger and more resilient.

Investors, philanthropic organisations and front-end brands continue to support our holistic 6C model that not only supports producers today but has the potential to enable a 100 million producers climb out of poverty, become wealth creators themselves and change their life stories by holding a stake in these producer-owned companies. Industree is currently supported by both funders and investors that include the USAID, HSBC Bank, the Target Foundation, the UNDP, the British Asian Trust, the Mastercard Center for Inclusive Growth, and the International Trade Center, Geneva. It has also been able to leverage considerable support from various government departments in India.

Understanding the scale of the issue at hand, and the interconnectedness between gender, inequality, education, agriculture, the environment, health and poverty, Industree is collaborating with Vrutti and Mindtree and collectively we are proceeding to build the Platform for Inclusive Entrepreneurship with

very strong technology enablers, to use the power of networks and scale faster. Over the last few months, the teams across the various partner organisations have been working tirelessly and have successfully registered The P.I.E Foundation. It is clearer than ever before that collaboration is the need of the hour and in that P.I.E gives us that necessary hope of reaching a wider group of producers in the farm and non-farm sectors in India and will enable producers to break out of these vicious cycles.

COVID-19 has driven home the point Industree has been making since the very start; distributed manufacturing with decentralised ownership will not only raise incomes to support individuals move out of poverty, but will also provide the necessary resilience when dealing with crises and shocks we are only likely to face more of in the future. The fact that our teams were able to quickly think on their feet and seize the opportunity to make reusable cotton masks and that the producers were able to quickly adapt to the changing requirements while sitting within the safety of their homes, and with the knowledge that they will continue to get an income is reassuring. Producers were provided with support for their lives and livelihoods throughout the pandemic, a testament to the success of our model, even in times of crisis. Despite the strain of the pandemic, we remain ever more hopeful about the impact we are set to create in the coming year.

Neelam Chhiber
Co-founder and Managing Trustee

COVID-19 Response

Industree Foundation works to create livelihoods for our artisans through formal work that keeps them as secure as possible, mentally and physically, on a daily basis, and this work has proven especially crucial during COVID-19. It is essential to bring farmers and producers who are involved in informal work into the formal economy, as formal workforce participation provides workers with essential safety nets, including social security, health insurance, and job security.

India's Informal Sector

Security in a crisis comes to formerly vulnerable communities when they are part of a larger caring organisation that aggregates and enables agency and makes vulnerable producers economic actors. The thousand plus artisans that have been aggregated by Industree have been in touch with each other and been supported by the businesses they are a part of, and

have been secure during the shock of the COVID-19 crisis and the hard counter measures governments have had to take across the world.

In India, 93% of the workforce are in the informal sector, undocumented, unacknowledged, lacking the assurance and security that the formal sector provides. As a result of the country-wide COVID-19 lockdown, millions of these workers have found



themselves unemployed as MSME's terminated their jobs, leaving them without essential safety nets, including social security and health insurance. These workers are extremely vulnerable without their livelihoods and the threats of starvation and death are substantial.

Industree's COVID Response

Industree, on the other hand, has moved thousands of producers from the informal sector to the formal sector and organized them into producer-owned cooperatives, with the majority of them being women. The heart of our pandemic response is protecting the lives and livelihoods of their producers and creating a business model that will support them through life after COVID-19 and keep them as secure as possible, both mentally and physically.



Supporting Artisans Lives

Industree engages by connecting with over 1,000 of our producers on a weekly basis, keeping them up to date on the latest safety guidelines about the virus and ensuring that their health is monitored. We have additionally provided them with rations of

essential items, including staple food and personal hygiene products. Industree is committed to continuing to provide them with their income, which is vital for the survival of the producers and their families as many of the producers' spouses have lost their source of income, leaving the financial burden of supporting the family solely on the shoulders of the women.



Protecting Artisans Livelihoods

While a continued income is an essential component to the producer's wellbeing, the producers take ownership over their work and feel a sense of dignity and empowerment from earning their income. In response to this, Industree is developing a Dignity range of products, which the producers will be able to create from home so that those in critical need will earn with Dignity for their immediate welfare and those of their communities.

Developing Virtual Training

Industree has also developed a working initiative where the producers have undergone virtual training to create face masks from the safety of their homes for personal and family use. Through



conducting research, Industree found that less than 10% of producers had smartphones, while over 90% had feature phones. The team developed learning modules for mask creation for both types of phones, ensuring that all the producers are able to access the material. Furthermore, they were educated about making different types of masks including unstitched, hand stitched and machine stitched, so that producers were able to create masks regardless of their skill level and access to machinery.

Reopening Production Units

As the lockdown in India subsided, Industree Foundation reopened its production units, taking extreme precautions. In Tamil Nadu, Industree incubated Greenkraft and Ektha producer company units have reopened with restrictions and safety measures in accordance with government protocols, including social distancing, cleaning and sanitation, compulsory safety materials including mask, gloves and sanitizers, temperature checks before producers enter units and capping unit attendance.

In both the Greenkraft and Ektha units, producers are in the pilot phase of mask making for orders from large global enterprises including IKEA. A total of 68 producers were chosen for the pilot phase due to their skills in hand and machine stitching. For the Greenkraft producer groups, as there is a rotating schedule and producers are not in the unit

on a daily basis, the Industree team has been sending parcels with the required materials for mask through mail to ensure continued working opportunities from home.

In Ethiopia, the producer-owned, fabric-to-fashion units trainee tailors have produced more than 50,000 masks and are currently producing full body PPE suits for the local administration's frontline health workers.



Life After COVID-19

Following the pandemic, Industree firmly believes that the way that business is conducted will be forever changed, and is adapting a model based on its existing theory of change labeled Business NOT as Usual. This model will increase the presence of distributed manufacturing, bringing formal work to rural areas with aggregated value chains that can mitigate the risk facing long, global supply chains that are easily disrupted. It will also focus on an increase of creative enterprises with producer ownership or cooperative models to provide vital stable income, health insurance and social security to the producers.

Producer Ownership



"I am happy that I have become an artisan. I was always at home and to be here and having learned skills is a huge change."

Jaya
GreenKraft



I am proud that I have learned so many skills and have become a Master Trainer. I can make any product now!"

Rajeshwari
Tamil Nadu



"Now, I have the confidence to send my children to school regularly, and I can do it on my own salary!"

Akkamma
Andhra Pradesh



"The calls from Industree give me mental energy during COVID."

Pavithra
Ektha Apparel



"I am proud of myself and my friends for working here, and I am proud that I have become a Master Trainer who can train others"

Palani
GreenKraft



"I am proud that I am making handicraft products on my own and that they are selling in foreign countries"

Panarani
GreenKraft



Safialem
Ethiopia

Her health, confidence, and skills have grown immensely in the 7 months-one year since she started weaving, and she knows that she has a bright future ahead of her.

Sefialem is an apparel weaving artisan at Tana Shema Weaving Works PLC, a producer owned company 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. Before working here, she was a construction worker. The daily physical labour was difficult, often leading to health problems. She lives alone and her low income made it difficult for her to support herself.

Sefialem started working at Tana Shema Weaving Works PLC because she wanted to live a better life while engaging in meaningful work. She now makes 48% more than she did at her construction job, and has increased her spending on nutrition, and can now take better care of herself. Sefialem has also received financial literacy training, and with her additional income she has opened a savings account, and is also making investments. Her health, confidence, and skills have grown immensely in the year since she started weaving, and she knows that she has a bright future ahead of her.

Leadership



Jacob Mathew

Jacob Mathew is the CEO of Industree Foundation. At Industree he works at the intersection of Design, Business, Sustainability, Capital and Impact, aligning with its philosophy and objectives.

A product designer by training, he spent the first 25 years of his life transforming businesses through design.

Jacob has co-founded consulting companies Tessaract Design, Idiomatic Design, Dovetail Furniture in manufacturing, The Design Store in retailing and Spring Health Water India in BOP services.

Jacob is a design pioneer in the organized retail sector having worked with the first wave of franchise retailers like Levi's, Weekender, Titan etc. and design retail businesses with Future Group, Godrej Aadhara etc. Jacob also leads the Impact Edge Lab at Srishti.



Neju George

Neju George Abraham heads Rural Livelihoods and Agri Value Chain projects at Industree Foundation. He has over 20 years of experience in building natural resource-based microenterprises, watershed development, social security, emergency relief and rehabilitation issues in the rural sector.

This is his second stint at Industree. During 2009-2013 he managed the Integrated Theme Cluster Project and Narasapur Producers Transform Pvt. Ltd. He was the global consultant for the Commonwealth Secretariat UK, helping set up the Global Natural Fibre Forum encompassing 52 commonwealth countries in Asia, Africa and Caribbean and managed its international secretariat.

Neju also co-founded Cocogreen Foods in 2015 and was COO Safe Harvest Pvt Ltd, India's first Non-Pesticide food brand.



Akila Lean

Akila Lean is the Head-Communications and Partnerships, her role includes building partnership tie-ups, fund raising through CSR and Grants for all Industree initiatives and communication to all stakeholders.

Akila has over 20 years of experience in Advertising, Marketing, Communications, Investor Relations and Business Management. She has held a broad range of leadership positions across business management, brand building, communications, investor relations, product management, marketing and sales.

Akila is equally at ease with commerce and technology. Her infectious enthusiasms, sharp sense of opportunity, ability to build relationships across company hierarchies and across geographies are the attributes that she brings to Industree.



Ami Patel

Ami Patel has been associated with the Industree eco-system for over 18 years. A Craft Design Manager from IICD, her expertise lies in creating design led solutions, bridging the gaps of market access for the artisans.

Over the years she has worked with artisans in various aspects ranging from capacity building to design development to brand promotion to heading an artisanal owned brand. She has run retail business pan India for the brand 'MotherEarth' and is currently the key Business Lead for the B2B development with brands such as IKEA, H&M and Caravane for Industree. She is also involved with the Farm to Fashion project that Industree is implementing in Ethiopia to improve the handloom sector and replicate the producer company model in Ethiopia.



Susan Bhaktul

Susan heads the Apparel and Textile Vertical at Industree. She comes with three decades of demonstrated history in the apparel and the textile field.

Her vast expanse of experience includes working for Gokaldas Exports the leading export house of India and global brands such as Nike and VF. She managed a large knitwear factory which specialised in lingerie for brands like VS, M&S, Jockey and American Eagle.

At Industree, Susan manages budgets and P&L for the Apparel Vertical. Susan's other responsibilities are to hire, skill and make production efficient factory personnel to man the 5000 machines. She and her team of experts monitor efficiencies, productivity, gets market connects from Indian/global brands and get profitability to all Industree incubated apparel facilities.



Gambera Seelan

Gambera Seelan is a qualified Chartered Accountant with 17 years of work experience in Trading/Service/Non profit Organizations.

He is the Head of Finance at Industree taking care of the finance vertical including cash flows, accounts, and business modelling for Industree proposed projects.

Prior to this he has worked with the Wadhvani Foundation where he helped set up the accounting and finance department and put systems in place. He also worked with Accenture

Financial Services where he was managing the receivables section.

His work exposure also includes audit of PSU's like, Hindustan Aeronautics Limited, Hindustan Machine Tools and various banks for concurrent and stock audits.



Ayan Dutta

Ayan heads the Industree incubated Bangalore Green Kraft operations which includes business management, production and delivery. This is his second stint at Industree

Ayan comes with over 15 years of experience in Retail Operations entailing Store Operations, Sales & Marketing, Category Management, Direct/Channel Sales, Brand Promotion & Team Management Expertise in blending creative intellect/insight and sharp planning skills for managing business operations & meeting top/bottom-line objectives. He is skilled in managing diverse set of domains such as Retail & Channel experience in Apparels, Food, Home & Consumer Electronics.

Leadership



Kajendran Sankar

Kajendran Sankar has 17 years of work experience in trading, service, and non profit organizations. He has role includes, taking care of financial matters, tax audits, and all statutory compliance for Industree and as well as for producer companies. His work exposure also includes audits of Industree incubated producer companies including Bangalore Greenkraft, Ektha Apparel, Narasapur Producer Company.

Prior to working with Industree, he was working with Vengada Mani & Co at Tirunelveli, where he assisted in internal and concurrent audits of nationalised and private banks, transport corporations, and other Pvt. Ltd. companies.



Sehjo Singh

Sehjo Singh is the project lead for the Farm to Fashion project in Ethiopia, 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 for this project. Her responsibilities include creating a template for the producer owned enterprises set up under the project.

She served as the Director of Programmes and Policy at Action Aid India for six years. She was responsible for the oversight of programme and policy advocacy work.. She joined ActionAid India in December 2011 and before that served as the Executive Director of National Centre for Advocacy Studies (NCAS) based in Pune from February 2010. From 1987 to 2009, she was working as an independent documentary filmmaker, dealing with a very wide range of developmental issues, in almost all parts of the Indian subcontinent and won several national and international awards.



Jolly Varghese

Jolly is the Capacity Lead at Industree. She is responsible for Training and Curriculum development across all value chains. She is involved with developing skills and knowledge to align with performance and organizational needs. She has over 20 years of experience in wide range of functions as evaluator, trainer, facilitator, content developer, coordinator for World Bank aided communication project for state government and legal operations at DXC Legal and ULX.

A geographer by training from JNU, her area of expertise lies in communication and behavioural skills, research, and content development for ILT and Instructional Design. She has been most impactful as Transformation Manager with IT majors for bringing in change and transformation in young adults. Jolly enjoys meeting new people, hearing new perspectives and is passionate about geography, travel and coffee.



Board Members



Neelam Chhiber

Neelam Chhiber is an inspirational social entrepreneur who has been working with women producers in India and (now in) Africa for the last 30 years. She was chosen as the Schwab Foundation/World Economic Forum's Schwab Social Entrepreneur of the Year for India, and she is also WomanChangeMakers Fellow. Over these years, Neelam and her team have built a holistic ecosystem that works with rural producers to equip them with the necessary skills and tools to set up self-owned enterprises.

Under her leadership, Indusree has been working with over 60000 producers, by providing design, technical, marketing and management solutions to bridge the urban-rural divide. Neelam is an Alumnus of NID, Ahmedabad and Harvard Business School, executive & social programs.

Neelam is a member of the WEF Skills Task Force, India and Member working committee of Civil Society Organisations at NITI Aayog. She is also a Member of the Governing Council of National Institute of Design (NID), Ahmedabad



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 the Indian Institute of Science, Bangalore.



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. Current affiliations include the Prabhat Education Foundation for children with special needs, Utthan, the Centre for Heritage Management, the India Foundation for the Arts, Madras Crafts Foundation, Centre for Environment Education, and Gandhi Ashram. An author and writer, his books include "Dances of the Golden Hall" on the art of Shanta Rao and "Rising" on empowerment efforts among deprived communities in rural Gujarat.



Sanjay Kalra

Sanjay Kalra is an Entrepreneur-at-Large, in pursuit of the next discontinuity. His recent projects have been in leveraging tech for healthcare, rural skilling and distribution chains, corporate governance and mentoring. Till recently, he was Chairman of Shiv Nadar & Sanjay Kalra Associates, a US Health Tech focussed buy-out fund. Earlier 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. His past experiences are in leveraging talent, capital and markets to turn around businesses, acquisitions, joint ventures, leading high growth businesses and engineering teams, nurturing start-ups and IPOs. He is an IIT Delhi Alumnus and the recipient of the Alumni award for National Development in 2007.



Gita Ram

Gita Ram is Co-founder of Indusree Foundation and Indusree Crafts Pvt Ltd. She has been working in the craft sector for several years and has a rich expertise in technical issues. She has been working as a volunteer with The Crafts Council of India for over 30 years and is currently the Chairman. She was with Madras Craft Foundation and has helped set up Dakshinachitra the Heritage Center outside Chennai. She has also worked extensively on revival of languishing crafts, organized technical trainings and skill up gradation camps for artisans. Gita has served in advisory capacity and on senior positions in organizations dedicated to development and promotion of crafts at various State levels and national levels. She is currently the Managing Trustee of the Gandhigram Khadi and Village Industries Trust.



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 Toniic & KL Felicitas Foundation; Board Chair Impact Assets. Charly Kleissner is an impact investor.



Shankar Hariharan

Shankar Hariharan is a mentor, adviser, consultant and coach to a host of organisations throughout India and a couple abroad, helping managers and leadership to troubleshoot through counseling and mentorship in areas of interest.

Before becoming a freelancer, he retired from active Corporate career as Group CFO and CEO of an IT Company in India, prior to which, he was Managing Director of an Indian Company of the French Multinational Group, Saint-Gobain as also, Managing Director of a Company in the IBP Balmer Lawrie Group.

Founder's Story - A 20/20 Vision

Neelam was a young student at the National Institute of Design embarking on her capstone project when dissatisfactions about her career, life trajectory and education came to a head. She had a nagging uncertainty about the need for making more me too consumer products copied from the west for the Indian market and wondered if traditional production and consumption practices held an answer. Neelam sought advice from one of her mentors, who understood her unease and advised that she pursue a topic where she could work with her hands.

She decided to explore the nature of traditional production practices with artisanal producers in rural India, working in a skill where she could work hands-on. Neelam spent the next few years including after her capstone project, with the Ghadwa community in Bastar, Chhattisgarh to understand the practice of Dokra - a tribal, lost wax metal casting technique, handed down over centuries. She designed products using traditional



knowledge of Dokra that had survived and thrived for hundreds of years was in danger of fading away. She became fascinated with the producers' personal stories as well as their unique, skillful production, and continued to work in various craft communities.

Neelam needed to see if this was the case in other craft sectors as well, and so she spent time working with various other craft clusters, using materials and traditional production legacies in stone, wood, metal, textile and ceramic. As she immersed herself in this world of creative manufacturing, she met Gita Ram, a veteran in the sector with the Crafts Council of India. The two women bonded immediately, and shared the same views that artisans needed support to ensure that craft production could be a sustainable way to earn a livelihood, if contemporized, while keeping the traditional knowledge of cultural production practices alive.



Inspired and impassioned, Neelam and Gita founded Industree to become the link between producers and customers, revitalize demand for artisanal products, and enable producers to earn sustainable livelihoods through creative manufacturing. Industree Crafts opened stores selling products in the B2C space and participated in global fairs to participate in the B2B space.

structure was necessary. Thus, the hybrid social enterprise was solidified, overseeing for-profit producer companies and a non-profit that served the needs of the producers including engagement, training, and more.

processes that her clients appreciated, with the products even making their way to an exhibition at the Smithsonian Institute, but they did not translate into orders for the community. She was in awe of the intensity of labor, precision, and creativity that an artisan brought to each piece that they created, but was also confronted with a disturbing reality: they were not being adequately compensated for their work.

The makers did not stint on the effort or the commitment they put into making the products that did not pay them much because of a long and fractured supply chain. The producers did not have access to markets, due to their rural location and declining demand for artisan made products. As a result, the amount of producers in the community were rapidly declining, and the



The Evolution of Industree

Industree started its journey to connect producers to both domestic and global customers by addressing the structure of creative manufacturing, which was traditionally small, family based production. To impact communities on a large scale, Industree worked to move producers into self owned MSMEs to help aggregation, transitioning out of the traditional cottage industry set up, into globally competitive bodies.

By 2000, Neelam, Gita, and the Industree team had a strong understanding of consumer demand, but reached an understanding that in order to create lasting social impact in producer communities, a hybrid

In order to ensure systemic change, and based on Industree's experience on the field, Industree decided to intervene on specific core areas - sustainable production and consumption, increased and regular incomes, women's empowerment, decent and equitable working conditions, resilience to life crises and improved standard of living for the next generation. These were also the United Nations' Sustainable Development Goals.

Industree continues to expand, innovate, and empower producers today, and has grown to a global organization impacting over 135,000 producers to date, with plans to impact three million in the next ten years. It is driven by the very same passion that Neelam and Gita were inspired with decades ago, and continues to generate positive impact as this passion grows and spreads.



MISSION

Industree builds sustainable livelihoods in the creative manufacturing sector to ensure that underemployed women can have high and regular incomes, decent and equitable working conditions, and resilience to life crises, whilst mitigating carbon.

VISION

Industree envisions a world in which millions of producers rise out of poverty by building sustainable livelihoods within sustainable, carbon mitigating, production practises.

We believe that when producers have access to an enabling ecosystem they are able to pursue their futures with dignity, and that when women earn, they are empowered at home and in their communities.

CONNECTION TO SUSTAINABLE DEVELOPMENT GOALS

PRIMARY



No Poverty

Industree Foundation works with bottom of the pyramid communities in order to ensure that they are pulled out of poverty through sustainable interventions that have long term and lasting impact, contributing to the first United Nations Sustainable Development Goal of No Poverty.



Gender equality

Industree's social entrepreneurship model with an emphasis on creating livelihoods for women contributes towards the fifth United Nations Sustainable Development Goal of Gender Equality.



Decent work and economic growth

The self-help group and producer-owned distributed manufacturing model generates increased incomes and job stability for artisans and contributes to the eighth United Nations Sustainable Development goal of Decent Work and Economic Growth.



Reduced Inequalities

Industree's emphasis on creating livelihoods for women and provision of financial inclusion training for its producers contributes to the tenth United Nations Sustainable Development Goal of Reduced Inequalities.



Responsible consumption and production

By creating a market for natural fibre products and converting waste material into useful products, Industree's work is contributing to the eleventh United Nations Sustainable Development Goal of Responsible Consumption and Production.



Climate Action

Industree Foundation's work to create sustainable value chains using natural materials such as natural fibre and bamboo, and using green business principles and practices including circular economy and solar energy contribute to the thirteenth United Nations Sustainable Development Goal of Climate Action.

SECONDARY



Zero Hunger

Industree Foundation provides producers with increased and regular incomes, which leads to producers increasing their spending on nutrition and health, contributing to the second United Nations Sustainable Development Goal of Zero Hunger.



Good Health and Well-Being

Industree Foundation provides life-skills training for our producers, enabling them to make informed decisions and increase spending on health and nutrition, contributing to the third United Nations Sustainable Development Goal of Good Health and Well-Being.



Quality Education

The majority of Industree's producers increase their spending on their children's education, contributing to the fourth United Nations Sustainable Development Goal of Quality Education.



Industry, Innovation, and Infrastructure

Through creating sustainable producer-owned enterprises, Industree's work supports the ninth United Nations Sustainable Development Goal of Industry, Innovation, and Infrastructure.



Sustainable Cities and Communities

Industree creates producer-owned enterprises, providing local employment opportunities for the surrounding communities and contributing to the eleventh United Nations Sustainable Development Goal of Sustainable Cities and Communities.



Peace, Justice, and Strong Institutions

Industree Foundation's creation of producer-owned companies that operate with an inclusive, democratic structure contributes to the sixteenth United Nations Sustainable Development Goal Peace, Justice, and Strong Institutions.



Partnerships for the Goals

Through collaboration across multiple sectors in order to create sustainable impact and access a variety of areas of expertise, Industree's work supports the seventeenth United Nations Sustainable Development Goal of Partnerships for the Goals.

CORE IMPACT AREAS



Increased and regular incomes



Women's empowerment at home and at work



Decent and equitable work conditions



Resilience to life crises

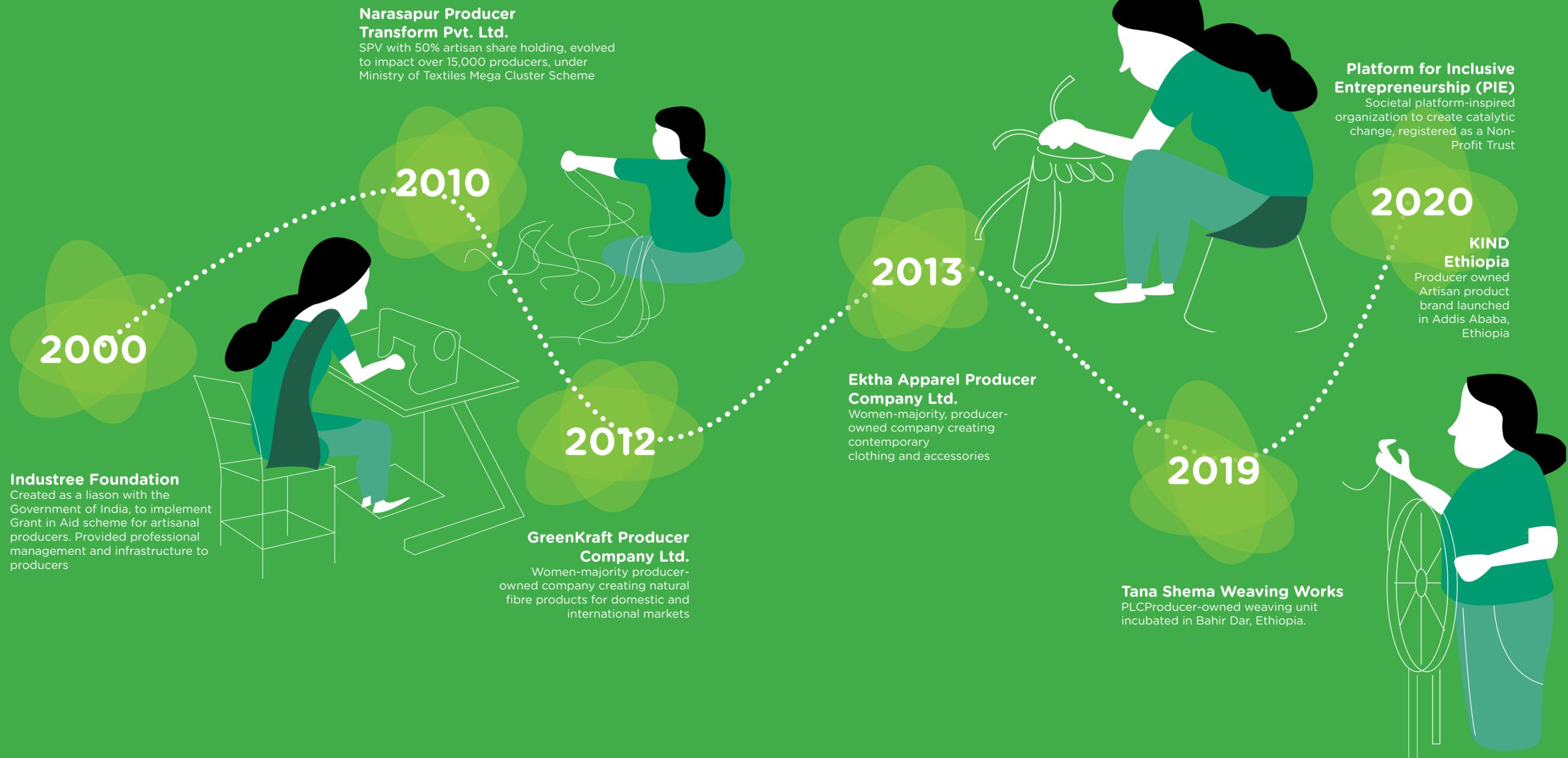


Improved standard of living for the next generation



Climate action

OVER TIME



Industree's Growth Engines

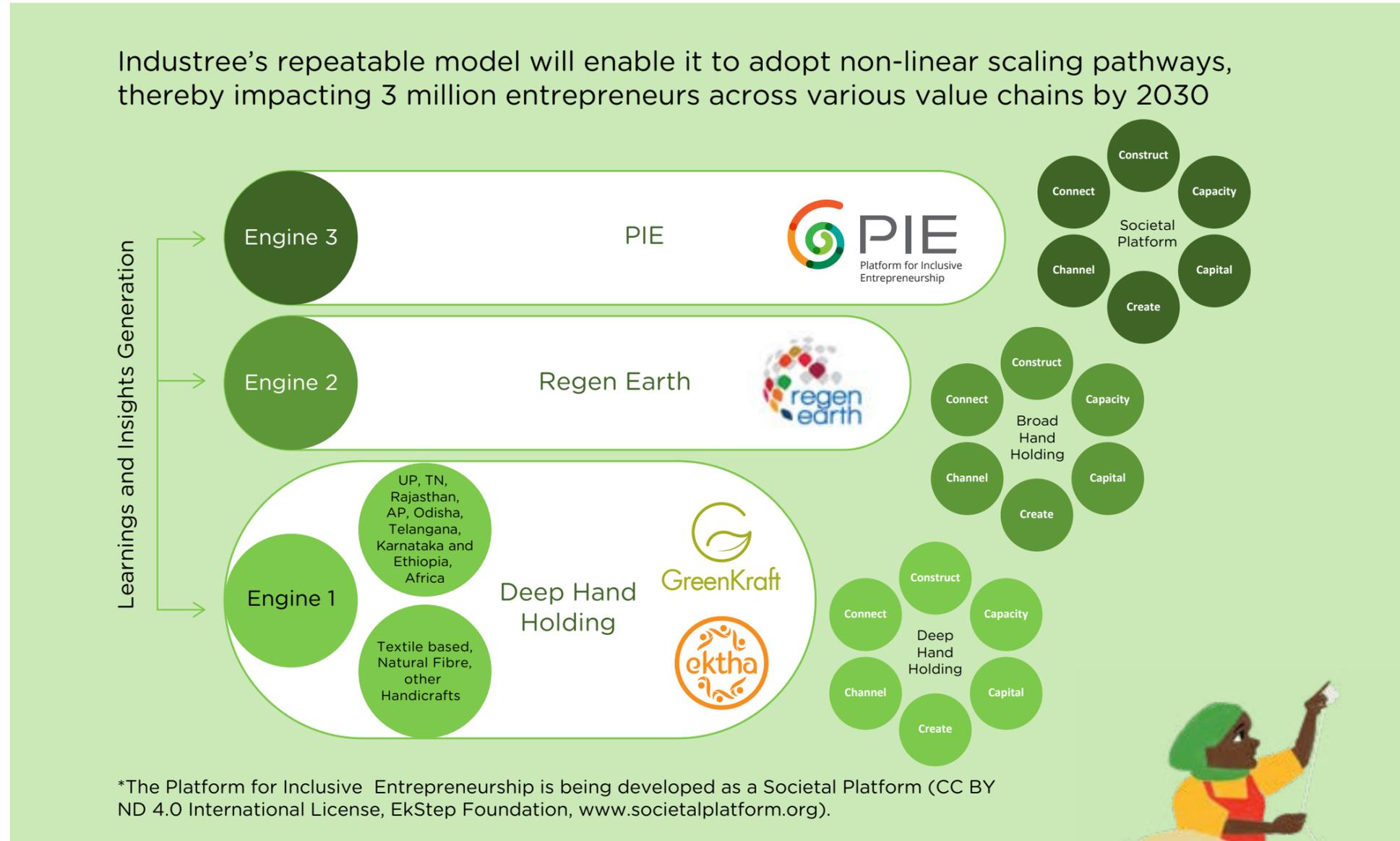
Industree uses three growth engines, namely, Deep Hand Holding - DHH, Broad Hand Holding - BHH and Light Hand Holding - LHH models. These models are designed as growth engines to help achieve impact at scale.

Deep Hand Holding

Industree Foundation creates and accelerates producer-owned enterprises to sustainability using its holistic 6C model. Industree plays the role of an incubator by facilitating the aggregation of producers into self-owned enterprises, implementing capacity-building, training them in developing products that appeal to modern markets, and enabling their access to vital working capital. Industree's model makes use of a professional management team to streamline operations of the enterprises, employs a range of digital tools including apps and a dedicated e-commerce platform co-ops portal, Hastti, to bring traceability and transparency to otherwise opaque and unaccountable supply chains. This creates an ecosystem in which producers can earn steady incomes through decent and equitable work, gain access to consistent demand for their products and services and lift themselves out of poverty. The DHH model has the capacity to impact 0.1 million lives by 2030.

Broad Hand Holding

The BHH model, also called Regen Earth, builds off the DHH ecosystem.



The aim of Regen Earth is to gather and disseminate best practices in creative manufacturing through well-calibrated and mentored implementation. This model will

ensure that a larger ecosystem gets built with greater control over economic security for downstream producers, leading to significant social gains among disadvantaged

communities, whilst keeping to customer and brand promise. The BHH model has the capacity to impact .6 million lives by 2030.

Light Hand Holding

Under the LHH model, Industree is building a Platform for Inclusive Entrepreneurship (PIE), with strong technology enablers, so that solutions being built could use the power of networks and scale faster. On the Platform initiative its consortium partners are Mindtree Foundation, for technology and Vrutti for work with agri producers. The Platform for Economic Opportunity is being developed as a Societal Platform. The 6C framework is the backbone of PIE's first mile solutioning. By enabling Deep Hand Holding, PIE allows for collectivisation of marginal farmers and artisans, largely women, via Construct, with access to professional management services. This increases empowerment enabling producers to enhance competitiveness and produce within sustainable frameworks, move up the value chains supplying to organised markets and increases consumer awareness. Thus, the engine of a next Regenerative Economy is powered by allowing the most vulnerable primary producers to live in their communities and become economic actors without migrating, working with processes that are not harmful to the planet. Active in India and Ethiopia, there are 1.33 million farmers and artisans on the platform, built on the principles of cooperation and collaboration, between civil society, government and business. The PIE platform has created opportunities for 100 million global artisans and farmers to reach prosperity by 2030. PIE has the capability to impact 2.3 million lives by 2030.



Ecosystem Building

Industree Foundation, since its inception in the year 2000, has worked to tackle the root cause of poverty by creating an ownership-based, organized, creative manufacturing ecosystem for women micro-entrepreneurs. We examined what had worked and what had not worked with Industree from 2000 to 2013 and concluded that a critical condition for success is an enabling ecosystem. All successful enterprises thrive only in an ecosystem that enables them to do so. Industree works with a vision to co-create an ecosystem with farmers, artisans and stakeholders, creating a new way of building sustainable enterprises and work culture.

Our mission is to work towards economically and socially empowering women from both agricultural (agri) and non-agri occupations. It does this by collectivizing women into producer owned companies/ independent or participatory enterprises. Industree is building ecosystems of support for producers across all broken links in the value chain and creating safe workspaces. Women become owners of producer companies and therefore mutual beneficiaries, thus giving them a sense of ownership and control. These producer companies are established in rural areas, operating under the principle of participatory ownership.

The 6C Model

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



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, safety, quality, and compliance standards are met. Additionally, a Mutually Beneficial 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 like banana basketry, 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 (the producer), Your family, Your community, Your enterprise, 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.



Create

The create portion of the model links the aspirations of end consumers with product and service design and development. Creative producers are not in direct connection with end consumers, and designers need to fill in the gap. 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, Ethiopian Institute of Textile Technology and Design, to establish new value chains and processes to utilize new resources in innovative ways. This year, Industree has established a new Bamboo value chain, and has created new processes within the banana bark value chain for creating banana bark silk and fibre for weaving. 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.

Industree is building ecosystems of support for producers across all broken links in the value chain and creating safe workspaces. Women become owners of producer companies and therefore mutual beneficiaries, thus giving them a sense of ownership and control.



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.



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, and FabIndia, which provides them with ongoing business leading to their overall stability and sustainability. The channel ecosystem includes building ecommerce 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 Hastti, which is producer-owned.



We Collaborate

Industree Foundation has partnered with a variety of organizations on initiatives to achieve goals that are aspirational and multifaceted, and require various levels of expertise and resources to achieve. These goals range from providing pandemic relief for 200 million artisans, working to achieve the United Nations Sustainable Development Goals (SDGs) by 2030, creating a platform to provide tools and resources for producers, and scaling our impact to reach additional producers across a variety of value chains



Catalyst 2030

Catalyst 2030 is a global community of social entrepreneurs, funders and other social change innovators and partners, including Ashoka, Echoing Green, the Schwab Foundation for Social Entrepreneurship and the Skoll Foundation. Industree has joined Catalyst 2030 in its mission to engage actors across sectors with the common goal of achieving the United Nations Sustainable Development Goals (SDGs) by 2030. In April, Catalyst 2030 launched its “Catalysing Change Campaign,” consisting of a series of webinars on a variety of topics that resulted in a report containing policy suggestions for systemic change.



Power Project

Industree’s “Producer Owned Women Enterprises” (POWER) program is designed to empower women artisans in rural India through the White House-led Women’s Global Development

Industree Foundation has partnered with a variety of organizations on initiatives to achieve goals that are aspirational and multifaceted, and require various levels of expertise and resources to achieve.

and Prosperity (W-GDP) initiative, which seeks to economically empower over 50 million women in the developing world by 2025. The POWER project, in partnership with USAID, builds women-owned enterprises and connects them to national and international supply chains for natural and biodegradable fibre products. Producers in the proposed units receive tailored professional assistance to grow the skills and networks needed as employees and entrepreneurs. POWER also addresses restrictive social norms to increase support for women as entrepreneurs. The project will run for three years and is a collaborative participation between civil society and the private sector. The POWER project seeks to impact 6,800 women producers directly in the natural fibre, bamboo, and biodegradable leaf tableware value chains through the establishment of three Producer Owned Companies across tribal/ forest belts in India- Odisha, Jharkhand, Maharashtra, Karnataka and Tamil Nadu, finally impacting 54,560 members of the community.



PIE

Industree Foundation, along with its partners Mindtree and Vrutti, have launched the Platform for Inclusive Entrepreneurship, and is registered as a Societal Platform through EkStep Foundation under a Creative Commons Attribution - No Derivatives 4.0 International License. PIE will additionally be integrated with Avanti Finance, Sunbird, and India Stack. The Platform for Inclusive Entrepreneurship (PIE) will create the opportunity for 100 million artisans and farmers to reach earnings of more than Rs.10,000/150 USD per month by 2030.



Regen Earth

The world needs fair sustainable systems that can honour human dignity, innate skills and reverse the effects of climate change on a war footing at the same time. As a response to this need, Industree Foundation along with Dasra has launched Regen Earth, a one-of-a-kind shared practice model of equitable creative manufacturing enterprise delivered globally to adopt successful models with

carefully chosen partners. The aim of Regen Earth is to gather and disseminate best practices in creative manufacturing through co-creation, curation of curriculum and conducting shared learning through calibrated, mentored implementation. The ripple effect of Regen Earth is seen as an ongoing process whereby trained participants train further. The system has a potential to reach 100 million producers globally and create a supportive ecosystem for actors in the sector.



Good Fashion and Lifestyle

Over the past year, Industree Foundation has hosted a series of Good Fashion and Lifestyle events in collaboration with various partners, including Womanity, The Freedom Fund, British Asian Trust, and I.G. Advisors. These events were held to bring together people with influence in the fashion and lifestyle sectors to discuss the immense potential that these sectors have to contribute towards meeting the Sustainable Development Goals (SDGs), and will resume in the near future.

The Impact Edge Lab

The Impact Edge Lab is a collaborative initiative of Industree Foundation and Shristi Manipal Institute Of Art, Design and Technology. The lab creates new

economic models, systems of application and practice in an open innovation framework. The lab has mentored over 130 students in their capstone projects working on live projects across rural India with a focus on livelihoods for women micro entrepreneurs, building enterprise ideas for impact. Industree contributes the ability for students to work in real world contexts with entrepreneurs, and promotes the importance of the Creative Manufacturing sector for sustainable national and global development.



COVIDActionCollab

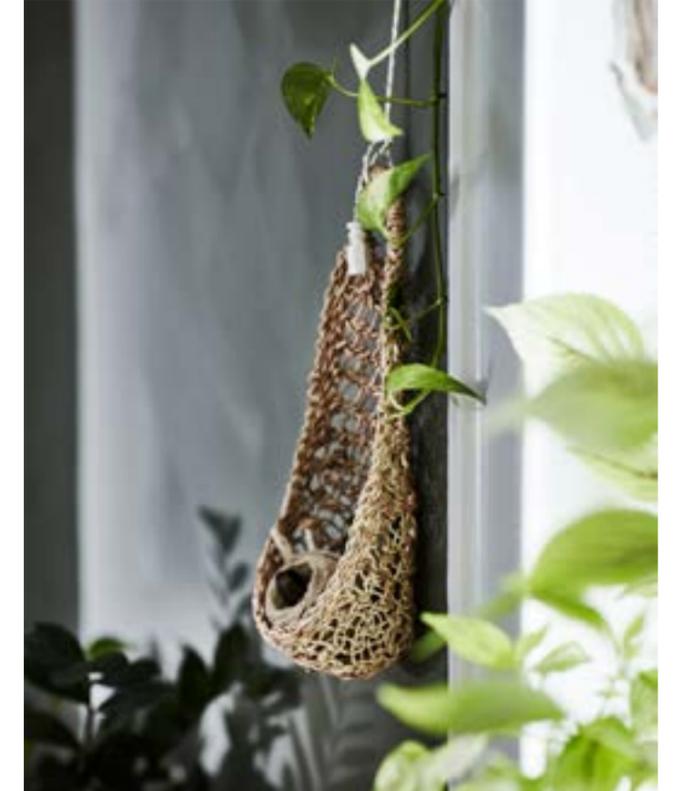
Over 150 organisations from the private, public, civil, and academic sectors, Industree included, have joined together to provide support to marginalized communities in India and to combat the spread of COVID-19 through the COVIDActionCollab (CAC). The CAC was initiated by the Catalyst Group, which is a social impact platform. The CAC has three strategies, which are to deliver high impact packages of services to key communities, initiate an information exchange between partners, and solve challenges which can have a high impact on COVID response. It has reached over 12.5 million people, spanning 16 states and 100 districts in India, with plans to expand to other countries on request.

Producer Enterprises



Greenkraft is a producer-owned social enterprise – a Producer Company under Indian law, incorporated in 2012, supported by Industree Foundation. Currently it is based outside of Madurai, in Tamil Nadu. Almost 100% of the members are women, with a number of them in supervisory positions. IF believes that if the poor have access to sustained and consistent demand for their products and services, and are provided with an enabling ecosystem, they can integrate into the formal economy and lift themselves out of poverty. This essentially means that customer attainment followed by customer retention is key. The producers own the company. Since inception the company has done cumulative sales of over 5 Million USD, with customers like, Ikea, H&M, TJ Max, etc. The company has 1,100 members with almost 100% women. The company manufactures high-quality hand-woven baskets made from recycled banana bark.

Owner-members of GreenKraft enjoy regular and formal work with full labour standards, social security and pension benefits, health insurance, childcare, and opportunities for skill development and career advancement. Many of the women members are earning income for the first time in their lives. Recognising this, the company provides key life skills training such as digital banking and personal financial management, nutrition, and health. The women feel empowered at work and home, their families become more resilient to life crises, and the next generation enjoys an improved standard of living.



Producer Enterprises

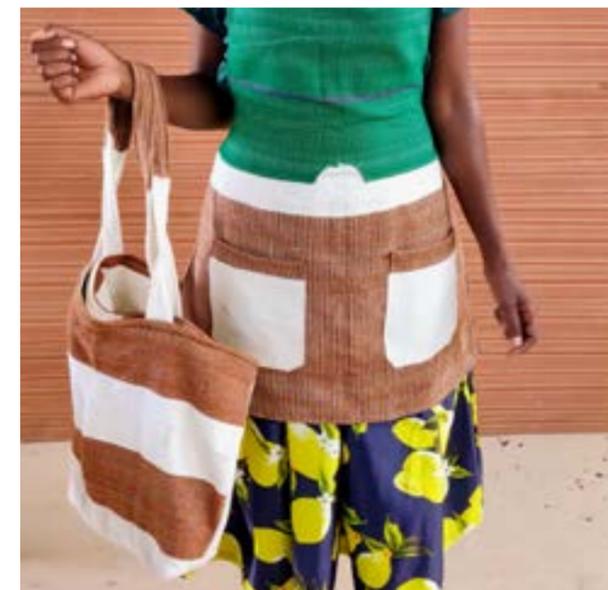


KIND Ethiopia is a brand of products created by artisan collectives that are aggregated into producer-owned companies. The first company called Tana Shema Weaving Works PLC has been established, and is a producer owned company incubated in the Ethiopian Institute of Textile and Fashion Technology in 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, India, is ITC’s technical partner. A tailoring producer-owned company has also been established in Bahir Dar.

In addition to the workshops, we have established a Yarn Bank at EITEX. This yarn bank will make better and cheaper yarn available to home-based weavers, and will also serve as a knowledge-sharing center where weavers can see the looms we use and adopt this technology themselves.



Ektha Apparel is a producer-owned social enterprise incorporated in 2013, 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. 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.



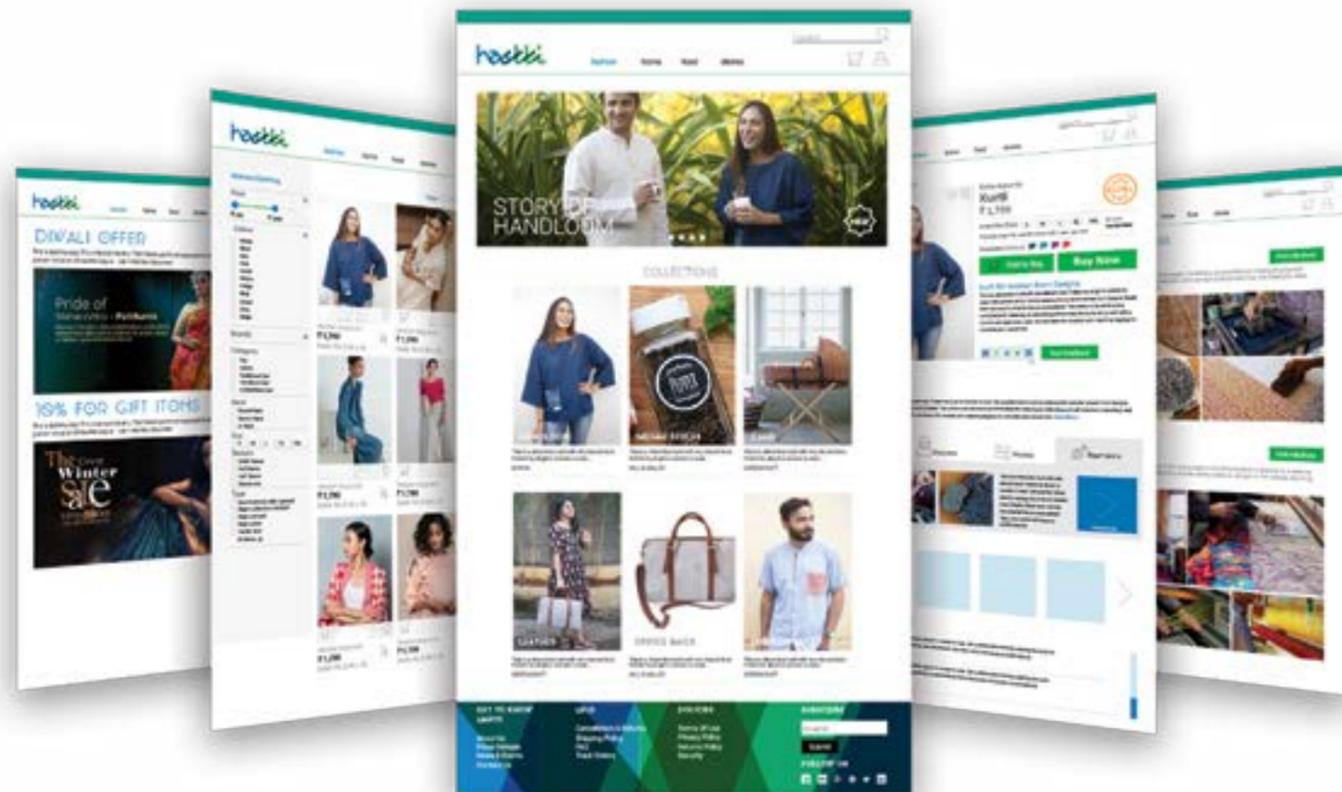
Produced Owned E-Commerce Portal

Hastti is a first-of-its-kind producer-owned e-commerce portal that caters to the aspirations of the contemporary consumer with well designed, authentic, and traceable fashion, lifestyle and food products direct from the producer. artisanal products. Hastti aims to be a world for a world platform wherein producers will be onboarded from all parts of the world and sell to consumers globally. Hastti looks to make global conscious consumption an aspirational and accessible lifestyle choice for consumers and is envisioned to democratize wealth creation and enable human dignity and recognition for its Creator/ Producer owners.

It combines collective ownership, co-creation and technology to enable the creation of unique, meaningful, wholesome products and experiences with global appeal. The COVID pandemic has demonstrated the need for artisanal producers to have access to global markets, which provides sustainable livelihoods with regular sources of income that is crucial during crises. Hastti responds to the future of markets in a post-COVID world, which will bring a higher demand for e-commerce and virtual interactions between merchants and consumers. In addition, it will provide products that are made with sustainable materials and

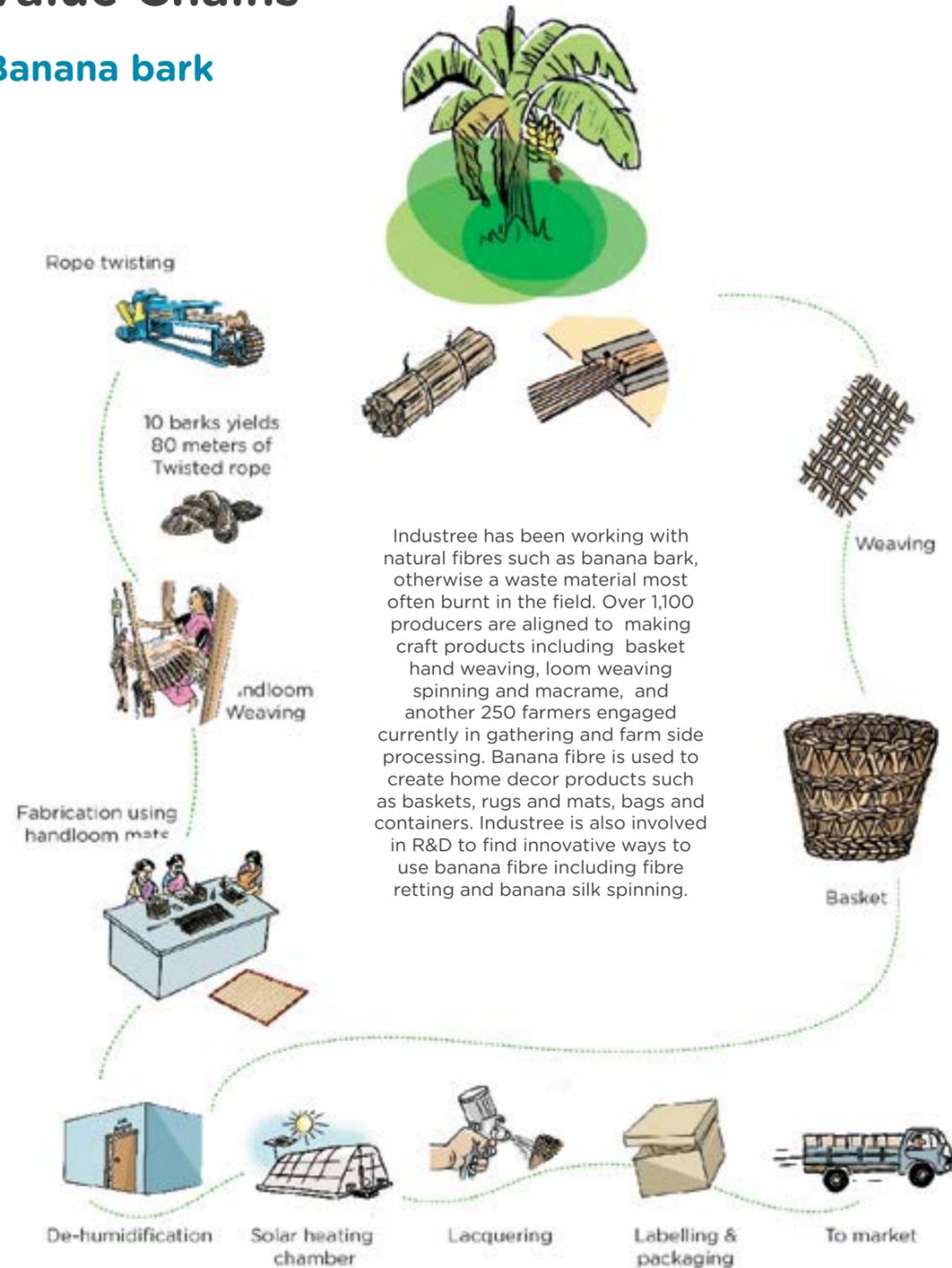
practices, which is a crucial turn for manufacturing to take to ensure the mitigation of climate change and the survival of our planet.

By December 2020, the fully stocked, functional site will launch, and will sell contemporary, sustainable products. Hastti will activate communities around the concept of sustainability and mindful consumption, and will not only impact livelihoods, but will also contribute considerably to the protection of the environment.



Value Chains

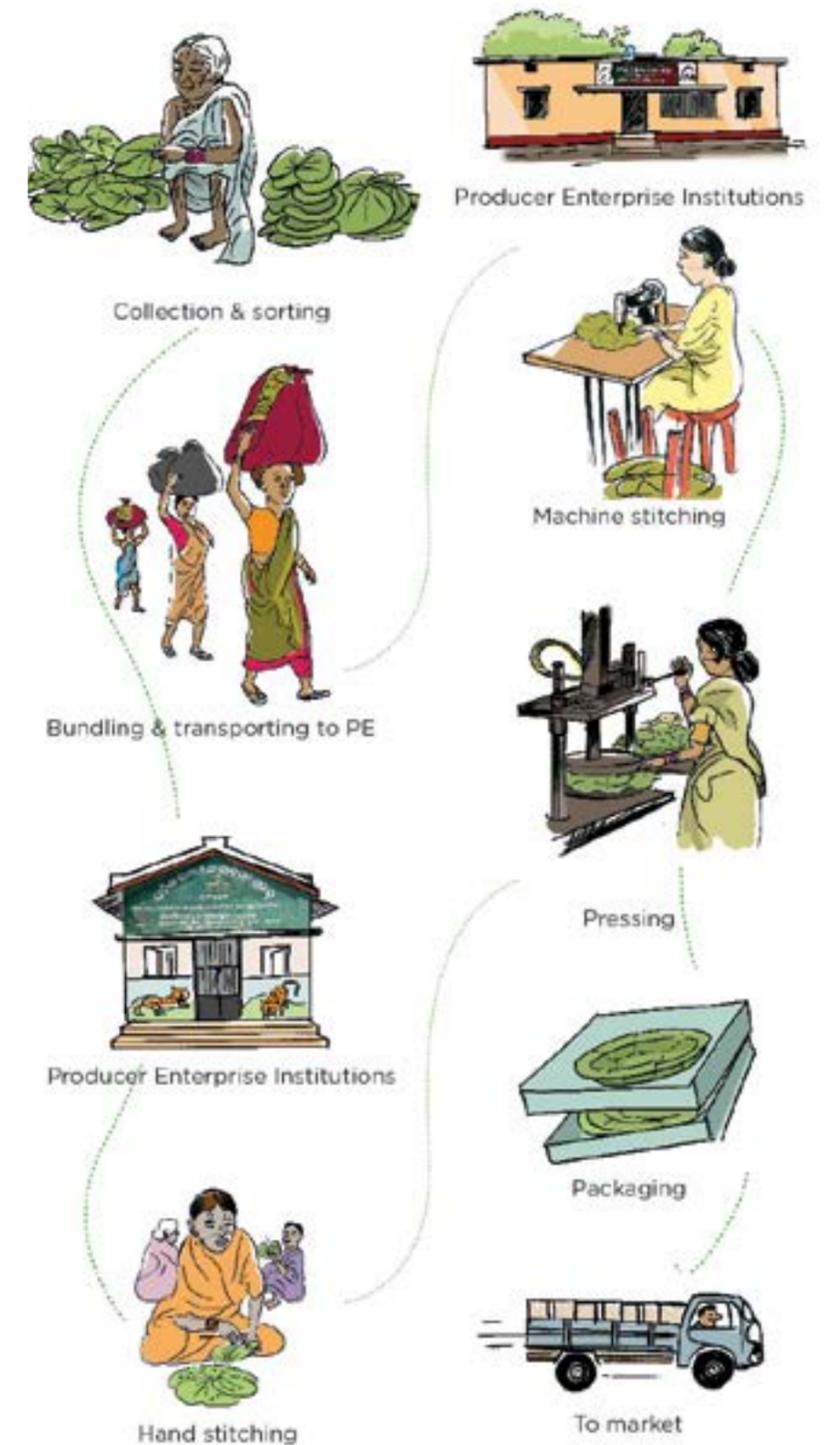
Banana bark



Non-Timber Forest produce

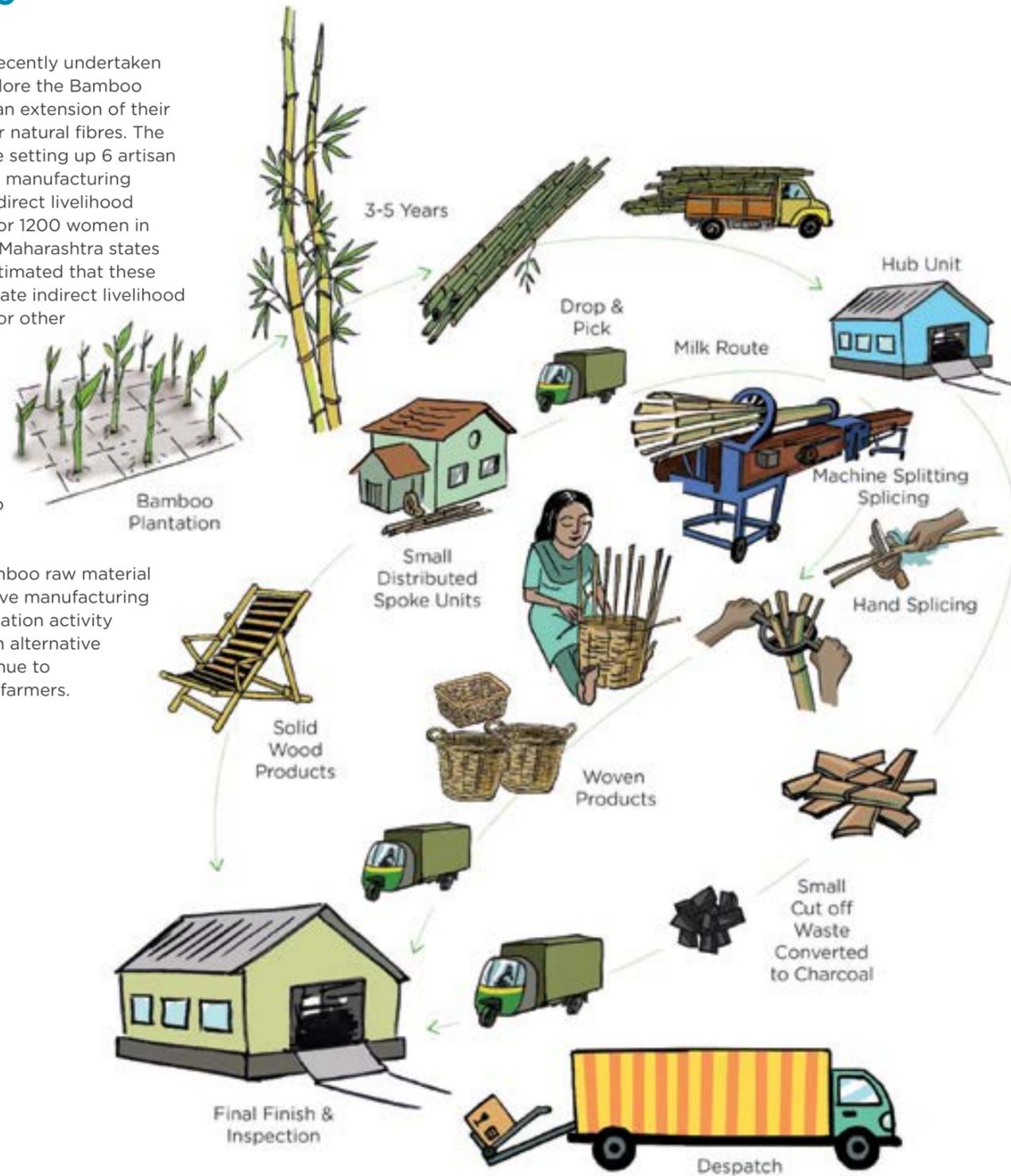
Siali leaves are gathered in the forest regions of Khandamal and are used to make eco friendly biodegradable plates. Industree is working with indigenous women in Odisha to help them learn new designs and move up the leaf plate value chain. About 600 women have been touched so far and R&D is on to streamline the process and create export quality plates and other home decor products.

Industree Foundation looks at addressing value chains in order to achieve meaningful impact. A value chain is the production process by which one adds value to a product. When planning an intervention, Industree first researches the value chain, the geographic location of the project, the cultural implications surrounding those involved, and so forth to gain a better understanding of the intervention context. From there, we launch into our scoping phase, gathering first hand information from the ground to better advise our program design. Using the data collected, we devise an innovative systems initiative built specially for the area and value chain targeted. Industree then pilots the initiative for proof of concept, failing quick and early to evolve the program rapidly into an effective and impactful intervention. Once we gain traction, we begin to multiply and scale.



Bamboo

Industree has recently undertaken projects to explore the Bamboo value chain as an extension of their work with other natural fibres. The projects involve setting up 6 artisan owned creative manufacturing units, creating direct livelihood opportunities for 1200 women in Karnataka and Maharashtra states of India. It is estimated that these units would create indirect livelihood opportunities for other stakeholders in the value chain at a ratio of 1:6. The projects also involve establishing 1200 hectares of new bamboo plantations as a future source of certified bamboo raw material for these creative manufacturing units. The plantation activity will generate an alternative source of revenue to at least a 1000 farmers.



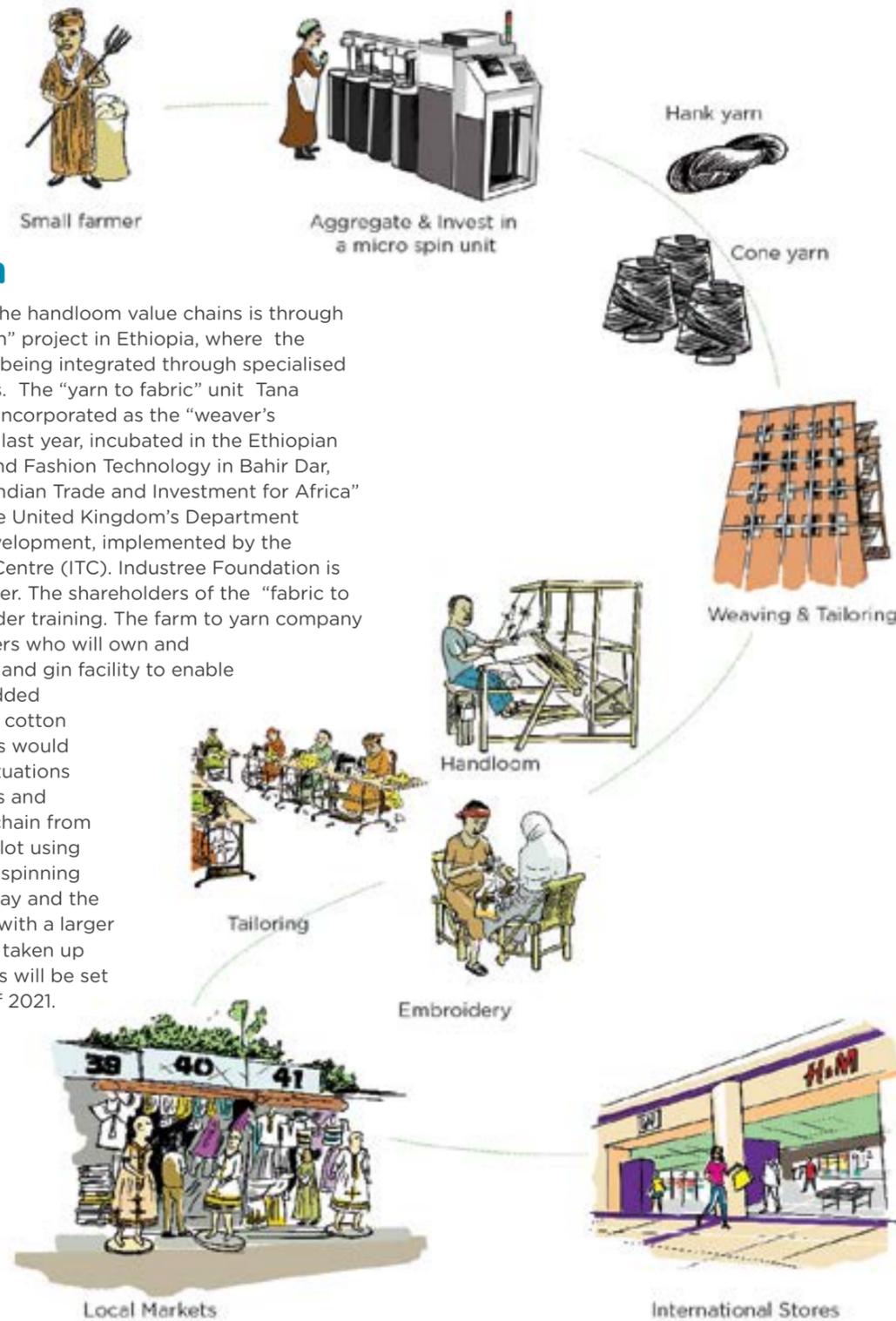
Apparel



Within the apparel value chain, we have two 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. 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.

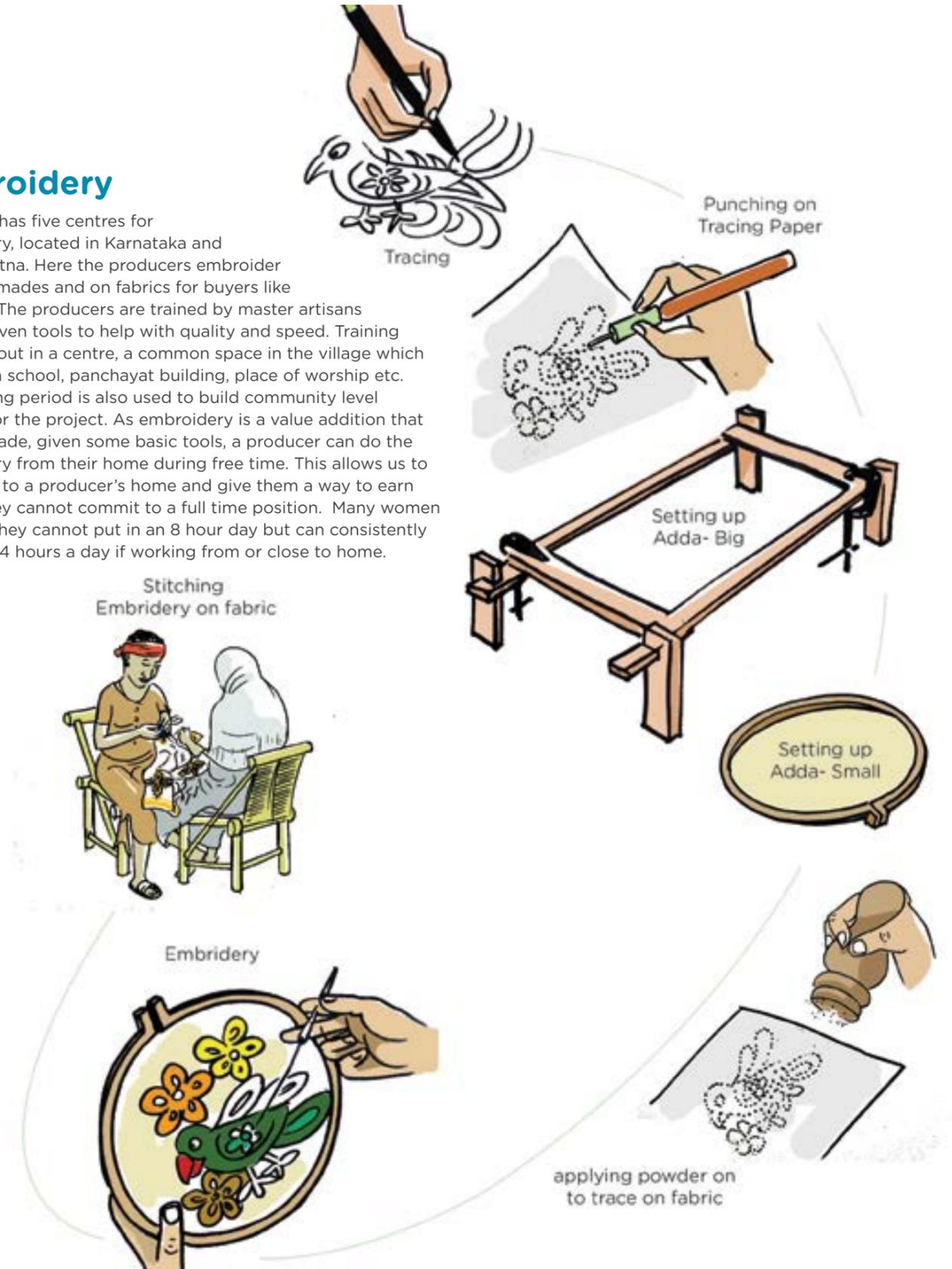
Handloom

Industree's work in the handloom value chains is through our "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. A pilot using solar powered hand spinning machines is under way and the farmer aggregation with a larger spinning unit will be taken up later. These two units will be set up before the end of 2021.



Embroidery

Industree has five centres for embroidery, located in Karnataka and Channapatna. Here the producers embroider 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. Many women find that they cannot put in an 8 hour day but can consistently work 2 to 4 hours a day if working from or close to home.



New Projects

This year, Industree engaged with a multitude of partners on collaborative projects to expand our impact. These projects support producers across a variety of value chains, generate new employment opportunities for additional producers, and increase the capacity of new and existing producer enterprises.



USAID POWER Project

Industree's "Producer Owned Women Enterprises" (POWER) program, launched in January 2020, is designed to empower women artisans in rural India through the White House-led Women's Global Development and Prosperity (W-GDP) initiative, which seeks to economically empower over 50 million women in the developing world by 2025. The POWER project, in partnership with USAID, builds women-owned enterprises and connects them to national and international supply chains for natural and biodegradable fibre products. Producers in the proposed units receive tailored professional assistance to grow the skills and networks needed as employees and entrepreneurs. POWER also addresses restrictive social norms to increase support for women as entrepreneurs. The project will run for three years and is a collaborative participation between civil society and the private sector. The POWER project seeks to impact

6,800 women producers directly in the natural fibre, bamboo, and biodegradable leaf tableware value chains through the establishment of three Producer Owned Companies across tribal/ forest belts in India-Odisha, Jharkhand, Maharashtra, Karnataka and Tamil Nadu, finally impacting 54,560 members of the community. In the first quarter of this project, we have established 4 producer owned units, employing and empowering 800 women.



HSBC PROSPER

Professional Management for Producer Owned Supply Chains (PROSPER) is a 3-year large scale project that will be implemented by Dasra in partnership with Industree Foundation and UNDP. This partnership has been formed to combine and utilize the individual strengths of all these organisations and achieve a project of such scale. Industree's strength lies in setting up value chains that connect local producers to global markets. Industree will be conducting Professional Management for Producer Owned Supply Chains. The project supported by HSBC, Industree works in 3 value chains of apparel, natural fibre and biodegradable leaf plates. The project, over 3 years aims at impacting 3600 producers across the geographies of Karnataka, Andhra Pradesh, Tamil Nadu and Odisha.



Mastercard Center for Inclusive Growth

Industree Foundation has partnered with the Mastercard Center for Inclusive Growth to implement unique projects since 2017, supporting the launch of Mission Creative Million. This year, Mastercard Impact Fund has provided Industree with a transitional grant to bolster producer enterprises in Tamil Nadu, supporting two key aspects in the natural fibre value chain. The first action is to set up two banana basketry production units with globally compliant infrastructure to employ 500 banana basket artisans that will supply to the existing natural fibre hub in Madurai, Tamil Nadu. This hub caters to the demands of IKEA. The second action item is to support new market development through the establishment of new buyer relationships, which will lead to increased revenues and reduced risks for 1000 artisans. The funding from Mastercard Impact Fund has allowed the Greenkraft producer enterprise in Madurai and Tharangambadi to fulfil an existing purchase order from IKEA and enabled Industree Foundation to open broader access to international and domestic buyers for more producers, and the project will continue for an additional year.



Target Foundation - Power of Hundred

Industree's first project in our Power of Hundred initiative is supported by Target Foundation. Overall, the project will focus on creating supportive ecosystems for women producers through Deep Hand Holding (DHH), Broad Hand Holding (BHH) and Light Hand Holding (LHH). Through these various levels of support, creative producers can earn 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. Industree's interventions address the neglected rights of producers, where each producer is a willing and documented participant in a compliant value chain. The project is for a duration of 3 years.

In Deep hand holding the direct beneficiaries are 200 women producers in the unit and impacting 1000 indirect beneficiaries. The DHH will be carried out in the apparel value chain. In BHH the direct beneficiaries are 25 social entrepreneurs from different value chain production units who will undergo MEL training. Direct beneficiaries are the women

producers who are working at the production centres under the leadership of the newly trained social entrepreneurs. BHH will impact 2,000 direct beneficiaries and 10,000 indirect beneficiaries, including the average family of 5 of each producer. In LHH, Industree will onboard 10,000 producers in rural and semi-urban areas onto the Platform for Inclusive Entrepreneurship, which provides them with a suite of tools and connects them to markets, empowering them to earn more and be connected to a supportive ecosystem.



HT Parekh

Industree, in partnership with H T Parekh Foundation, was involved in a community development initiative project with producers in the banana value chain for a period of one year. This included farmers, bark extractors and value addition actors. The primary objective of the project was to upskill the producers to process banana plants and extract banana bark and fibre through bio-retting. This banana bark was to be used for the production of natural fibre products. Alongside the primary objective was the next objective to conduct initial research and development into making large scale production of banana bark and fibre viable and initial steps of spinning banana silk.

Through this project, Industree engaged with 300 producers (250 banana farmers and 50 spinners). Training of producers to carry out activities in the inner fibre extraction via bio-retting was done, along with hand spinning to enable them to earn further additional incomes. Over 294 producers have been engaged in the extraction and processing of bark, as an additional outcome of the project. The products made from the fibre extraction are connected to the producer owned company Greenkraft, which is involved with banana basketry and home accessory production for global buyers including IKEA and H&M Home.



Bank of America

Industree Foundation has partnered with Bank of America to build women's economic empowerment through ownership in self-owned enterprises increasing resilience to life's crises and improved standards of living for the next generation. The project aimed at the capacity building of 100 producers through training as well as linking them to social security schemes. The project was initiated in January 2020, and a total of 100 producers in the Madurai unit were provided hard skills training in a specific SKU for basketry. The producers also were trained in soft skills through basic financial literacy training in the month of Feb 2020. Another soft skill training for Microenterprise leaders is planned in the course of the project. 100 producers have also been successfully enrolled in social security schemes through Employee State Insurance.

Impact Edge

Impact Edge, is an initiative of IndusTree Foundation and Shristi Manipal Institute Of Art, Design and Technology. It is structured as a lab-incubator-accelerator. The lab has mentored over 130 students in their capstone projects working on live projects across rural India with a focus on livelihoods for women micro entrepreneurs, building enterprise ideas for impact. The activities it undertakes includes research, course and curriculum building, and live lab opportunities for students and researchers.

Research activities that have involved several batches of students include material application like banana bark,

water hyacinth, moonj and banana silk. The Impact Edge lab has created The 3 year Bachelor of Vocation (BVoc) program in Creative Manufacturing and the 2 year Master of Arts in Design Practices in Entrepreneurship for Impact (MADP EI) a leadership and enterprise building program for social entrepreneurs. The lab also conducts short bootcamps and hackathons in Impact Entrepreneurship. It recently conducted a 3 week bootcamp for Kashmiri artisans for the Commitment to Kashmir initiative. Through the MADP EI and the bootcamps it takes early stage social businesses in the Creative Manufacturing Industry space through a Lab- Incubator -

accelerator process to make them ready for growth investment using principles of business design. Currently idea, incubation and accelerator stages for impact enterprises are tackled by different ecosystem players, each player requiring in depth research of the enterprise in order to provide value. The discontinuity seems more aligned to how capital is structured than with what an enterprise needs. Using a combination of active deep engagement including at the field, business design led strategy and nurture capital, Impact Edge looks at transforming the potential impact and scale that social enterprises that go through its process will have.





Overcoming Obstacles: Raising Working Capital

Traditional value chains are facing disruption for not meeting the economic, social and environmental aspirations of key stakeholders. Consumers globally are demanding wholesome products, environmental safeguards, and dignity of labor. Government regulations are evolving

to address climate change and other negative environmental externalities. There is a conscious drive towards sourcing diversification to address political and health risks. Inclusive value chains can enhance resilience by providing economic and operational ownership to local producers. This will have a positive impact on livelihoods leading to better long-term labor retention and productivity. There is reduced carbon footprint by enabling localized sourcing. Empowering producers at each level ensures better traceability.



The challenge faced by early stage producer companies in developing countries occur due to systemic issues of low equity pooling from primary producers which in turn restricts their access to a layer of professional management and capital availability, required to scale up operations and build systems and processes towards operational sustainability and wider social impact. Industree has been structuring blended finance models to meet the working capital requirement of producer companies to help scale them to viable sustainable enterprises. This combines grant equity designed to meet discrete and time-bound priming needs, with low cost working capital from global impact investors to fund growth. Industree has signed a memorandum of understanding with San Francisco based Montcalm Capital (MCC) to provide working capital for its producer companies.

Training Our Team

To build the capacity of our paraprofessional team, Industree has engaged with various partners through participating in training programs and initiatives.

One of the programs is the Participatory Digital Attestation (PDA) Platform, a digital societal development initiative designed to make an impact at scale through capacity building. The platform uses the prevalence of mobile networks and digitally empowers the participant to engage with other actors, making it possible for programs to evolve to accommodate multiple languages, regional nuances, and needs.

Industree professionals have also participated in Project Echo virtual training clinics. ECHO is a discussion platform created to ensure that knowledge can travel without people physically traveling, making knowledge more accessible. The discussions revolve around a case presentation and include problem solving with a didactic component. It aims to improve the participants' understanding of a broader topic represented in the particular case, and has a strong focus on community and mentorship.



Training Our Producers

The Capacity building portion of our 6C model involves providing our artisans with various training in areas including hard skills for production, life skills and entrepreneurship, and financial literacy. Hard skills training includes various production methods depending on the unit, including basketry, tailoring, weaving, and other pertinent techniques.

Life and entrepreneurship skills training includes the 5Y training program, with each Y standing for You (the producer), Your family, Your community, Your enterprise, and Your environment. This equips all producers with an understanding of positioning their work in a global scenario and deepens their sense of production quality, timeliness and ownership all critical to become successful social entrepreneurs catering to global and national markets.

In order for units to run efficiently and produce quality products, each has to have someone in a managerial or supervisory role

overlooking the day to day production. Micro Enterprise Leaders (MELs) from each unit are chosen to fill this role and undergo the required training for the same. This training includes entrepreneurship, ownership, enterprise business and finance management, quality check, compliance, market development, lean manufacturing and other such skills required for the leader of a micro enterprise. Financial Literacy Training includes learning about banking systems, how to use ATM cards, managing money, savings, loans, personal and group finances and how to prepare financially for any crises.

During the global pandemic, we launched a new form of training: virtual instruction for mask-making for personal protection. Industree found that less than 10% of producers have smartphones, while over 90% have feature phones. As a result, we developed learning modules for each type of technology to create masks that are unstitched, hand stitched, and machine stitched so that producers were able to create masks for themselves and their families regardless of their type of technology and skill-level.

Bamboo Products



Banana Fibre Products



Siali Products



Apparel Products



Environmental Impact

Industree is committed to sustainable production practices, and environmental consciousness is ingrained at every level of the operations. From the usage of raw material to operational efficiencies, efforts are made to keep the carbon footprint to the minimum. The Social Audit Network (SAN) India assessed the environmental impact of Industree's largest producer company, GreenKraft (GK), and highlighted the conscious efforts made by GK to preserve the environment.



Use of natural fibre

Industree Foundation's products made of natural fibre are now world renowned. Natural fibre has much less requirement for fertilizer and crop protection chemicals. Its cultivation is taken up in traditional farming systems, with minimal use of mechanized diesel-based equipment. By their very nature, these products need to be hand produced, the processes are not machine dependent and cannot be mass produced using technology. Presently the focus of GK is on usage of banana bark, whose elasticity, tensile strength and stiffness, make it an ideal fibre for weaving.



Creation of a circular economy

This model to minimise waste and make the most of resources finds immediate resonance with Industree Foundation's working ethos, where products made from natural fibre find their way back to nature with minimal negative consequence to the planet.



Minimizing waste

Earlier, only 30% of the bark produced was utilized. The remaining was left to decompose. The farmer required only fifteen members to be employed to harvest the yield. Today the same farmer is employing approximately 80 people to source the bark and supply it to GK and almost 90% of the bark is utilized for product making, hence generating more economic value.



Usage of renewable energy

GK is conscious about the cost effective and efficient usage of energy. To mitigate the usage of the normal power, solar panels have been set up for fumigation at the unit in Madurai.



Reduced commuting distance for artisans

Carbon footprint saved due to reduction in distance travelled to the workplace: The conscious effort made by GK to move its base to the rural areas has helped in reducing its 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.



Overall Social Impact

Industree uses qualitative and quantitative data to measure our impact. We collect data through surveys distributed to our producers that measure our 5 key impact areas, which include increased and regular income, women's empowerment, decent and equitable working conditions, resilience to life crises, and increased standard of living for the next generation. We surveyed the producers who are employed in our various units throughout India and in Ethiopia.

Industree appointed Social Audit Network (SAN) India as the external agency to conduct impact assessment of the GreenKraft (GK) producer company. The study aimed to measure the effectiveness of Industree's work to support GK, the impact that GK has had on the ground in transforming the lives of its beneficiaries, and identify gaps in the program delivery. Findings from this study included information pertinent to our five key impact areas.



Decent and Equitable Working Conditions: Industree ensures compliance with the highest global standards.



Resilience to Life Crises: producers are brought under a social security net and are provided with access to formal financial services.



The SROI value was calculated to be 3.06, i.e. for every \$1 invested, Industree creates a social value chain of \$3.06.



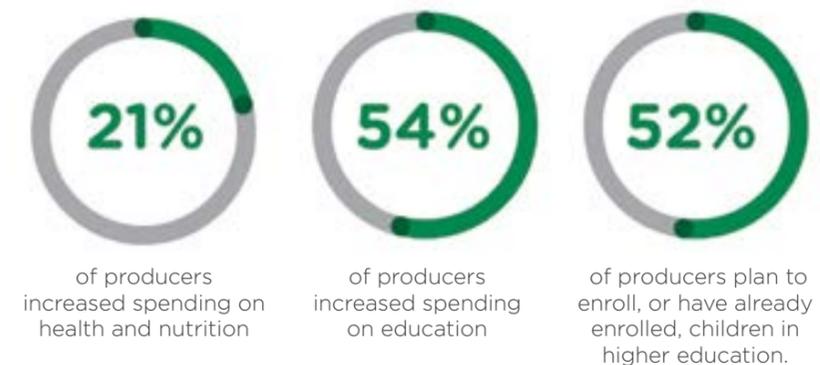
Increased and Regular Income: Industree handholds and facilitates market access for sustained profitability and work.



Women's Empowerment: Industree empowers women with skills and leadership opportunities.



Increased Standard of Living for the Next Generation: With an increased salary and financial training, producers invest in their children's education and wellbeing.



Major Activities

RR and CSK Match April 11, 2019

Our partner British Asian Trust (BAT) co-sponsored a special Rajasthan Royals match to promote the “Child Labor Free Jaipur Initiative” during the IPL series. The match was dedicated to women empowerment, with the tagline “Aurat Hai toh Bharat Hai”. Through the “Child Labor Free Jaipur Initiative”, thirteen women were invited for the opportunity to be present at a live match. They were given jerseys and flags to cheer on their home team. Four women artisans from Industree Foundation were invited by BAT, and prior to the match, two artisans were interviewed and shared their experiences of working with Industree and spoke about how their work has positively impacted their lives.

Siri Mandya Mutual Benefit Trust May 5, 2019

Four of the artisans from the Industree incubated Ektha apparel unit in Kyathumgere, Mandya visited the Industree head office in Bangalore to register the Siri Mandya Mutual Benefit Trust (MBT). Shweta, Veena, Pushpalata and Sarvamangala are the proud executives of the MBT, and will oversee the financial operations of the MBT that will benefit all of the artisans at the Mandya Ektha unit.

AVPN 2019 June 25, 2019

The Asian Venture Philanthropy Network (AVPN) Conference in Singapore is an annual conference to increase the flow of capital into the social sector. The theme of AVPN 2019 was Breaking Boundaries and was centered on the topic of bringing a wide range of investors and resource providers into the social impact investing space. Industree Foundation’s Neelam Chhiber spoke on the panel “Creating sustainable livelihoods across Asia”, where the panelists spoke about market-based solutions for creating dignified, sustainable livelihoods for farm and off-farm producers. Neelam spoke about our 6C model for creating and accelerating producer-owned enterprises to sustainability and with respect to the SDGs.

Welspun “All Women Entrepreneur” Producer Enterprise July 20, 2019

Welspun in collaboration with Industree Foundation inaugurated their first “All Women Entrepreneur” led producer enterprise in the state of Telangana. With an aim to provide women a sustainable means of livelihood and enable them to equitably engage with local and global markets, Welspun and Industree Foundation have established this production unit at Nagarguda village, Shabad Mandal of Ranga Reddy District.

Field Visit to Odisha August 10, 2019

Neelam and Jacob visited Odisha in August attending meetings in Bhubaneswar with the government of Odisha, the Kalinga Institute of Social Sciences and its founder Member of Parliament, Achutya Samanta. Field visits were made to Phulbani, to visit a potential new production site and to our units in Lundraguda and Baleguda. The meeting with the Divisional Forest Officer sought to enlist his continued support of the project and move the next stage of our intervention there to natural resource propagation where Siali seedlings would be grown and supplied by the first Department. The visit also helped to locate the hub production unit in the Integrated Tribal Development Agency building (ITDA) in Baleguda helping cement our hub and spoke method.

National Women’s Cooperative Workshop August 12, 2019

The National Women’s Cooperative Workshop, which was hosted by SEWA, was aimed at growing women’s collectives in India, and also to improve governance within these co-ops. Industree’s Neelam Chhiber participated in a panel discussion, called Digital Technology for Cooperatives, which was about different technological tools and platforms that have been used to strengthen cooperatives to strengthen their work, and to discuss opportunities in this sector.



Major Activities

Good Fashion and Lifestyle Co-Creation Workshop June 27, 2019

Industree Foundation and the Business & Human Rights Resource Center co-hosted a Good Fashion and Lifestyle Co-Creation Workshop in London. The workshop aimed to bring together thought leaders, European brands, women leaders, NGOs, solution providers, philanthropists, and others to build a roadmap for the apparel, textile and lifestyle sectors. The goal discussed was to accelerate the achievement of the SDGs, including SDG-5 (Gender Equality), through strategic interventions while working to the mutual benefit of all stakeholders involved.

Chatham House Annual Gender and Growth Forum July 8, 2019

The Chatham House Annual Gender and Growth Forum in London brings together policymakers, business leaders, entrepreneurs, activists, and academics to discuss strategies for future policy-making and to support other international forums such as Women 20. Industree Foundation's Neelam Chhiber spoke at the forum, sharing the floor with Simona Scarpaleggia, CEO, IKEA Switzerland to discuss one of the major themes: entrepreneurship, and how women-owned and led businesses can grow and benefit women globally.

W-GDP July 10, 2019

The Women's Global Development and Prosperity (W-GDP) Initiative is a White-house led initiative in partnership with USAID seeks to reach 50 million women in the developing world by 2025 through U.S. government activities, private-public partnerships, and a new, innovative fund. Industree Foundation was awarded a three year grant from the W-GDP and USAID Incentive Fund which was announced at the Partnership Event. This grant will be used to directly impact 6,800 women producers. Industree's Neelam Chhiber also spoke on a panel at the Partnership Event to discuss Industree's work and model.

Good Fashion and Lifestyle Event September 11, 2019

Industree Foundation, British Asian Trust, and The Freedom Fund co-hosted a Good Fashion and Lifestyle event in London at the Conduit. This event brought together people with influence in the fashion and lifestyle sectors to discuss how these sectors can contribute toward meeting the Sustainable Development Goals, and how to ensure that childhood is protected for education, not exploitation.

Social Enterprise: Achieving the SDGs September 25, 2019

Industree co-presented at an executive briefing, hosted by Credit Suisse, called Social Enterprise, Achieving the SDGs: The Role of Capital and its Limitations, with the LINK Fund and The Resolution Project. The event was a forum for networking and discussion around social enterprise as a solution for working toward achieving the SDGs. Industree introduced its new initiative, The Power of 100, to unlock philanthropic capital.

The Assocham Women's Leadership and Empowerment Summit and Awards November 12, 2019

The Assocham Women's Leadership and Empowerment Summit and Awards was held to "identify, recognize, influence, innovate, inspire and celebrate the outstanding leadership and achievements demonstrated by women that are reflected by the distinct innovations, initiatives and contributions in various fields." Industree's Neelam Chhiber moderated a panel discussion on increasing women's participation in the work force.



Major Activities

Dasra Philanthropy Forum December 5, 2019

Dasra Philanthropy Forum (DPF) is a learning platform that inspires the global donor community to convene together on how to take meaningful action on some of India's most complex and urgent social challenges. DPF 2019 was held in San Francisco, and the theme was Giving to India. Neelam Chhiber participated in a panel discussion called Ready, Set, Grow: The Fundamental Role of Capacity Building.

HANTVERK Workshops December 15 2019

Kavitha and Ambika, two artisans from GreenKraft, a producer-owned company incubated by Industree, went to the IKEA store in Hyderabad. The artisans taught customers and IKEA co-workers in four different cities to make baskets from the latest collection, HANTVERK, which was co-created by IKEA and Industree.

Design4India Webinar January 9, 2020

Industree's Neelam Chhiber participated in a Design Talk Webinar, hosted by NASSCOM Design4India. She answered a variety of questions, asked by moderator Gerard J Rego, pertaining to design thinking and how the Industree model uses this to create impact.

a Social Design Festival

A Social Design Festival (aSDF) held in Goa is the first social design festival in India. This festival was centered on using design ideas and thinking to generate positive social impact, and included three days of immersive workshops and a two day conference. Industree's Jacob Mathew spoke at the conference about "Crafts and the Economy", and shared Industree's 6C ecosystem model and its implementation at GreenKraft.

Dasra Philanthropy Week February 28-29, 2020

Dasra Philanthropy week brings together philanthropists, media, academia, and program staff and beneficiaries from the ground to celebrate a week of activities, discussions and workshops to collaboratively forge a way forward to achieve the Sustainable Development Goals. Industree's Neelam Chhiber participated in a roundtable discussion called Win Big- Navigating the World's Largest Grants.

International Women's Day March 8, 2020

The theme of International Women's Day 2020 was "Equal for Each", encouraging women and men around the world to strive for gender equality. The artisans from our GreenKraft Madurai Unit showed their support through sharing what equality meant to them, and by striking the "Equal for Each" pose, displaying their commitment to working towards gender equality.



Major Activities

KIND Ethiopia Launch January 25, 2020

A new brand of artisan products, KIND Ethiopia, was launched in Addis Ababa. The brand seeks to evoke the values of sustainability and empathy that this social enterprise project stands for. This launch was held as part of celebration of the history, diversity and future potential of handloom in Ethiopia jointly hosted by Sabahar, Paradise Fashion, Jano Handicrafts and Tibebe Shema PLC. KIND Ethiopia products are hand crafted by artisan collectives that are aggregated into producer-owned companies. The first company called Tana Shema Weaving Works PLC has been established, and is a producer owned company 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, India, is ITC’s technical partner.



WEF Catalyst 2030 Launch January 25, 2020

The World Economic Forum Annual Meeting in Davos convened again this year for world leaders to discuss the global, regional and industry agendas to collaborate on facing the challenges ahead. This year at WEF 2020, the new initiative Catalyst 2030 was launched. Catalyst 2030 is a group of NGOs, social enterprises, intermediaries, funders, and other innovators, collaborating to achieve the Sustainable Development Goals, and Industree is proud to be part of this movement.



CGI Action Network: Post-Disaster Recovery February 18-19, 2020

The Clinton Global Initiative Action Network: Post-Disaster Recovery is an initiative launched by the Clinton Foundation in response to the 2017 hurricane season that devastated regions including Puerto Rico, the US Virgin Islands, Dominica, Antigua, and Barbados. This Action Network Event, held in Puerto Rico, brought together leaders across sectors to develop plans for resiliency across regions. Industree’s Neelam Chhiber participated in a panel discussion and spoke about the power of international partnership.

Virtual Skoll World Forum April 1, 2020

Skoll World Forum on Social Entrepreneurship is an annual conference held in Oxford to accelerate entrepreneurial solutions to the world’s most pressing problems. This year, due to COVID-19, the Forum went virtual, and consisted of many online sessions. Industree’s Neelam Chhiber joined fellow Catalyst 2030 members in hosting a panel discussion called Innovative Finance for Inclusive Value Chains to introduce a new, fully SDG conscious, Innovative Finance Solution being developed and driven under the Catalyst 2030 initiative. for International Development, implemented by the International Trade Centre (ITC). Industree Foundation, India, is ITC’s technical partner.



President of Amhara Visit To the Tana Tailors

The president of Amhara, his excellency Temesgen Tiruneh, visited the tailoring unit in Bahirdar In Amhara Region Ethiopia. 23 of our tailoring trainees, under the supervision of trainers from India Mervin Joseph and Gunapal, have volunteered to come to work with special permission, safe transportation. They are making masks and PPE for health workers at the University of Bahirdar maintaining all protocols for hygiene, distancing and safety. The 23 tailors were making 2000 face masks per day, and now make a mix of full body PPE suits and masks, which will continue through June. The president expressed his happiness and gratitude to these corona warriors. We are grateful to EITEX for this opportunity to participate in the fight against COVID 19 in Ethiopia and are particularly grateful to Dr Abera and Mr. Nega of EITEX.

Media Mention



Creating jobs with sisterhood and banana fibres
December 17, 2019

As part of the Ikea Social Entrepreneurship initiative, Ikea launched their handmade product collection BOTANISK, which is centered around indoor gardening and is made by 5,600 women artisans. Industree incubated producer company GreenKraft has partnered with IKEA for this collection, and is supplying planters and other woven products made with sustainable materials.

<https://bit.ly/ikeacreatejobs>

Ikea India unveils BOTANISK, a handcrafted series created in collaboration with six social entrepreneurs Pallavi Mehra, Architecture & Design Magazine
March 18, 2020

Architecture & Design Magazine covered the launch of Ikea's handmade product line BOTANISK in India. Mia Olsson, Communication and Interiors Manager, IKEA India stated, "We are delighted to launch BOTANISK in India. The whole range is made with people in mind. The collection has helped us create jobs for vulnerable groups far from the labour market. Teaming up with social entrepreneurs is about making a positive change, but also about good business." Industree incubated producer company GreenKraft collaborated with Ikea on this collection.

<https://bit.ly/ikeabotanisk>



What makes you feel at home?
Ikea, June 12, 2019

Ikea launched their new product line HANTVERK, comprised of products made by hand by artisans around the world as part of the Ikea Social Entrepreneurship initiative. Ikea produced a video featuring Kavitha Nagaraj, a basket weaver from the, where she shares how her work and providing for her family makes her feel at home. GreenKraft has partnered with Ikea for the HANTVERK product line.

<https://bit.ly/ikeahantverk>

The initiative that helped hundreds of women across Tamil Nadu
Soma Basu, The Hindu
December 20, 2019

The Hindu covers how the partnership between Industree incubated producer company GreenKraft and Ikea has resulted in job creation for women in rural India since 2012. Many of the GreenKraft artisans weighed in on the benefits of participating in formal sector work, and the sense of pride they feel in their ability to support their families.

<https://bit.ly/ikeainitiative>

US announces first funding for women's economic empowerment initiative.
Adva Saldinger, Devex
July 11, 2019

The U.S. Government led Women's Global Development and Prosperity Initiative hosted its first round of funding announcements, which includes presenting \$27 million to 14 projects, at a partnership event featuring presidential adviser Ivanka Trump and U.S. Agency for International Development Administrator Mark Green. Industree foundation was one of three of the 14 awardees highlighted at this event.

<https://bit.ly/usfirstfund>

Ikea's sustainable range gets a South Indian touch in collaboration with Industree in Madurai
Sindhu Kashyaap, YourStory
January 23, 2020

Ikea is working with Indian artisans through its partnership with Industree incubated producer company GreenKraft on its new product line, HANTVERK. This partnership creates market access for 1,050 women in rural Tamil Nadu, and all of the products are co-designed by Ikea and the artisans.

<https://bit.ly/yourstorystartup>

India maintains 52nd rank in Mastercard Index of Women Entrepreneurs
Rekha Balakrishnan, HerStory
December 4, 2019

Mastercard released its third edition of the Mastercard Index of Women Entrepreneurs, which ranks the opportunity for female entrepreneurs to thrive within their environments. India ranked 52nd among the 58 countries surveyed, outlining the need for increased opportunities and enabling conditions for female entrepreneurship. The Mastercard Center for Inclusive Growth is actively working to improve conditions for women in India, and has done so through various partnerships, including their partnership with Industree Foundation which enabled 100,000 artisans across India to start receiving digital payments.

<https://bit.ly/yourstory-herstory>

Industree on the Lakshmi Rebecca Show, Red Bangle
April 8, 2020

Industree Foundation was featured on the Red Bangle Show: Lakshmi Rebecca. Industree's team described its unique approach to strengthen the disorganized and disjointed Indian artisan sector through distributed manufacturing and the creation of producer-owned enterprises supported by the implementation of the 6C Model.

<https://bit.ly/lakshmirabecca>

Charity coalition aims to create a child labour free fashion industry
Charity Today
September 12, 2020

Industree Foundation, British Asian Trust, and The Freedom Fund

hosted an event on September 11th to showcase the importance of creating child-labour free supply chains through their initiative Child Labour Free Jaipur. Attendees, including major players in the fashion sector, had the chance to view the apparel and fashion products created through this initiative.

<https://bit.ly/charitytoday>

Scwab Foundation for Social Entrepreneurship 2020 Impact Report
January 17 2020

The Schwab Foundation for Social Entrepreneurship Launched its 2020 Impact Report, which showcases the collective impact of the Schwab Foundation social entrepreneur community. Neelam Chhiber, a Schwab Social Entrepreneur of the Year awardee, and Industree Foundation were featured in this report, highlighting our Theory of Change across key indicators including: increased and regular income; decent and equitable work conditions; women's empowerment; improved standard of living for the next generation; and increased resilience to life crises.

<https://bit.ly/SchwabFoundation>

H&M Group: The Social Entrepreneurship Project
H&M Group
August 9 2019

H&M Group works with social entrepreneurs around the world so that the company and their customers can make a genuine impact together. Industree incubated producer-owned company GreenKraft has partnered with H&M Group for this initiative, empowering the artisans with

income as they create "a range of durable, environmentally sound household wares and accessories that are full of ethnic charm and ageless beauty - just the kinds of qualities that our customers appreciate."

<https://bit.ly/hmgrouptory>

From Greta Thunberg to Deepika Padukone, here are the top 10 newsmakers of 2019
Roshni Balaji, SocialStory
December 27, 2019

SocialStory's top 10 newsmakers of 2019 lists personalities who are working to be changemakers in their communities and to inspire widespread, systemic social impact. This article identifies individuals who were frequently featured in headlines in 2019, and had notable accomplishments toward improving society.

<https://bit.ly/deepika-newsmaker>

Myntra Collaborates with Indian Textile artisans for its private apparel segment
Smita Balram, ET Bureau
September 18, 2019

Flipkart-owned Myntra's private lifestyle brand Taavi has collaborated with nearly 1,300 artisans from seven Indian states to revive Indian textile craft. The recently launched brand sells men and women's apparel with traditional Indian embroidery. Industree incubated producer-owned company Ektha has collaborated with Myntra to create apparel for the Taavi collection.

<https://bit.ly/newsbuzz-myntra>

Accounts

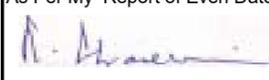
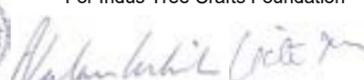


VENGADAMANI & CO
CHARTERED ACCOUNTANTS
CA.R.SUBRAMANIAN, B.Com., FCA.
M.No. : 207705, FRN : 0067785

Indus Tree Crafts Foundation			
INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31.03.2020			
Particulars	Sch. No.		Year Ended 31-03-2020
INCOME:			
By Workshop & Project Grant Received		19,51,76,445	
By Consultancy fee Received		4,52,988	
By Donation Received		7,25,000	
By Other Receipts		11,35,420	
Total	2.1		19,74,89,853
EXPENDITURE:			
To Training & Development Expenses	2.2	8,26,97,649	
To Administrative Expenses	2.3	5,08,54,263	
To Financial Expenses	2.4	43,104	
To Depreciation	1.4	18,33,319	
Total			13,54,28,335
Net Excess of Income Over Expenditure			6,20,61,518

BALANCE SHEET AS AT 31.3.2020			
Particulars	Sch. No.		As on 31-03-2020
SOURCES OF FUNDS:			
General Fund	1.1		6,95,73,279
Loan Fund :			
Secured & Unsecured loans	1.2		53,76,266
Total			7,49,49,545
APPLICATION OF FUNDS :			
Fixed Assets :	1.3		1,10,23,169
Current Assets:			
a. Deposits		35,34,608	
b. Sundry Debtors		65,73,537	
c. Cash & Bank Balances		8,83,54,996	
	1.4	9,84,63,141	
Less : Current Liabilities & Provisions	1.5	3,45,36,765	
Net Current Assets			6,39,26,376
Total			7,49,49,545

As Per My Report of Even Date For Indus Tree Crafts Foundation

CA.R.SUBRAMANIAN, B.Com., FCA.,
Chartered Accountant
Place : Bangalore
Date : 10.07.2020

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

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: tvlrsmnica@yahoo.com

Partnerships



Disclosures

Organisation Information

Registered name:
Indus Tree Crafts Foundation

Trust registration no:
TRN: 362 /2000-01

Date of registration:
August 24th 2000

Statutory Information

PAN no: AAAT12700B

Income Tax Reg u/s 12AA:
Trust/718/10A/
Vol.I/I-180/2001-02/CITII

Approval for exemption u/s 80G:
DIT(E)/80G(R)/
AAAT12700B/X-109/2010-11

FCRA registration no:
094421327

We bank with:
ICICI, Koramangala 7th Block,
Bangalore

Statutory Auditors:
Vengadamani & Co



Join our journey towards
**Catalysing
Ecosystem**

Industree Foundation is looking for like minded partners, designers, entrepreneurs, volunteers and interns. Please join the movement and help Industree build sustainable livelihoods across the creative manufacturing sector!

E-mail us to get involved:
info@industree.org.in



Industree Foundation

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1st cross, Bangalore - 560 038, India. Ph: 080 4222 9161
www.industree.org.in

