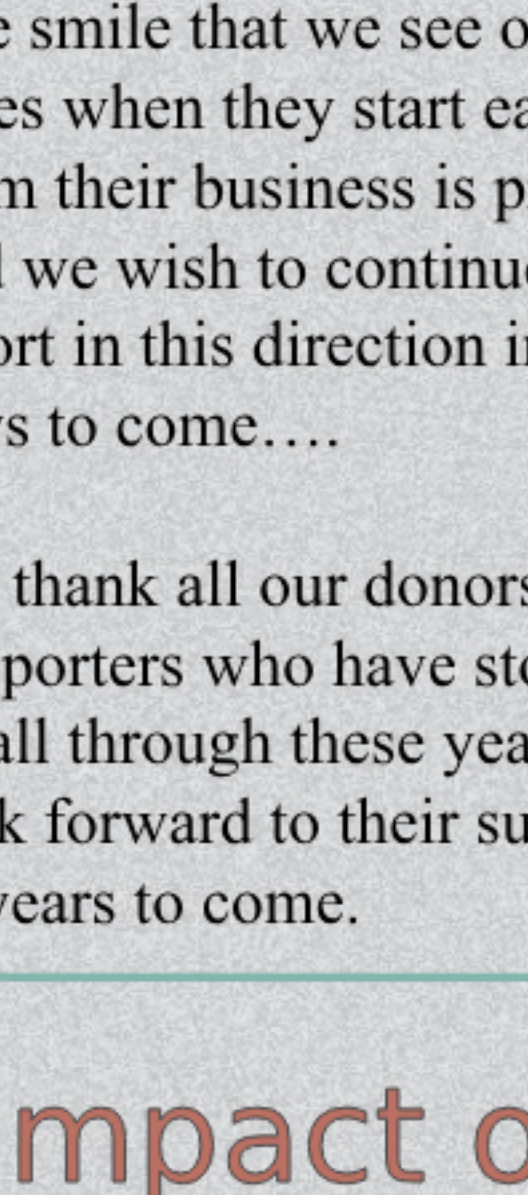


## Note from our Founder



**Proteek Kundu**

The smile that we see on their faces when they start earning from their business is priceless and we wish to continue our effort in this direction in the days to come....

We thank all our donors and supporters who have stood by us all through these years and look forward to their support in years to come.

We wish all our supporters, donors and patrons a very Happy & Prosperous New Year 2024!!!

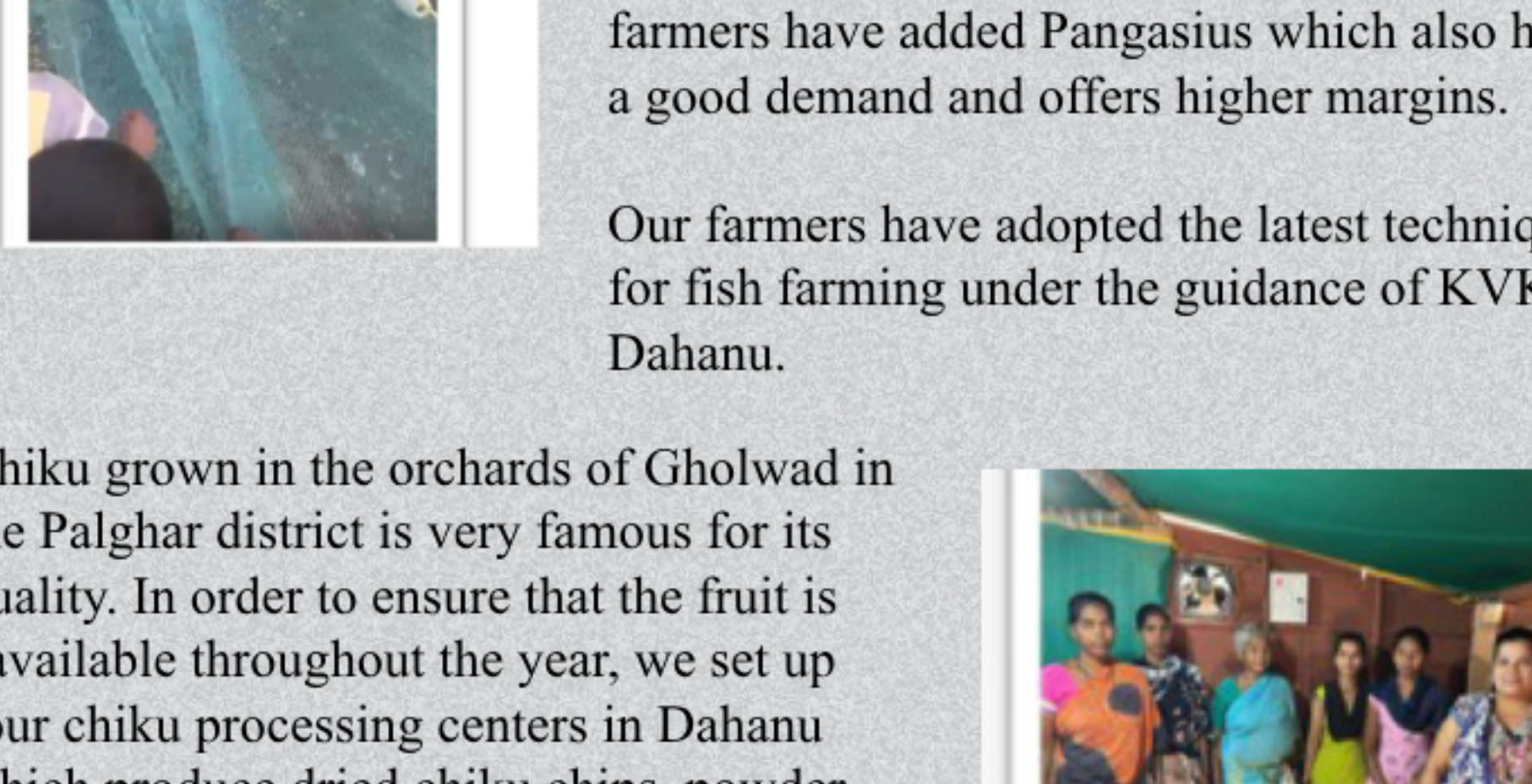
As I watched the sun set on 31st Dec one last time in 2023, it was time for me to take stock of the work we have been doing through the year....

31 micro business ventures run by 400+ women and youth from the tribal community in Jawhar & Dahanu. I believe this is a reasonably good achievement with very limited resources at our disposal.

It has always been our endeavor to create alternate sources of income and opportunities of sustainable livelihood in the tribal women and youth in their villages, so that they do not have to migrate to the cities in search of greener pastures.

## Impact of our work so far...

**No. of farmers, women & youth trained-**



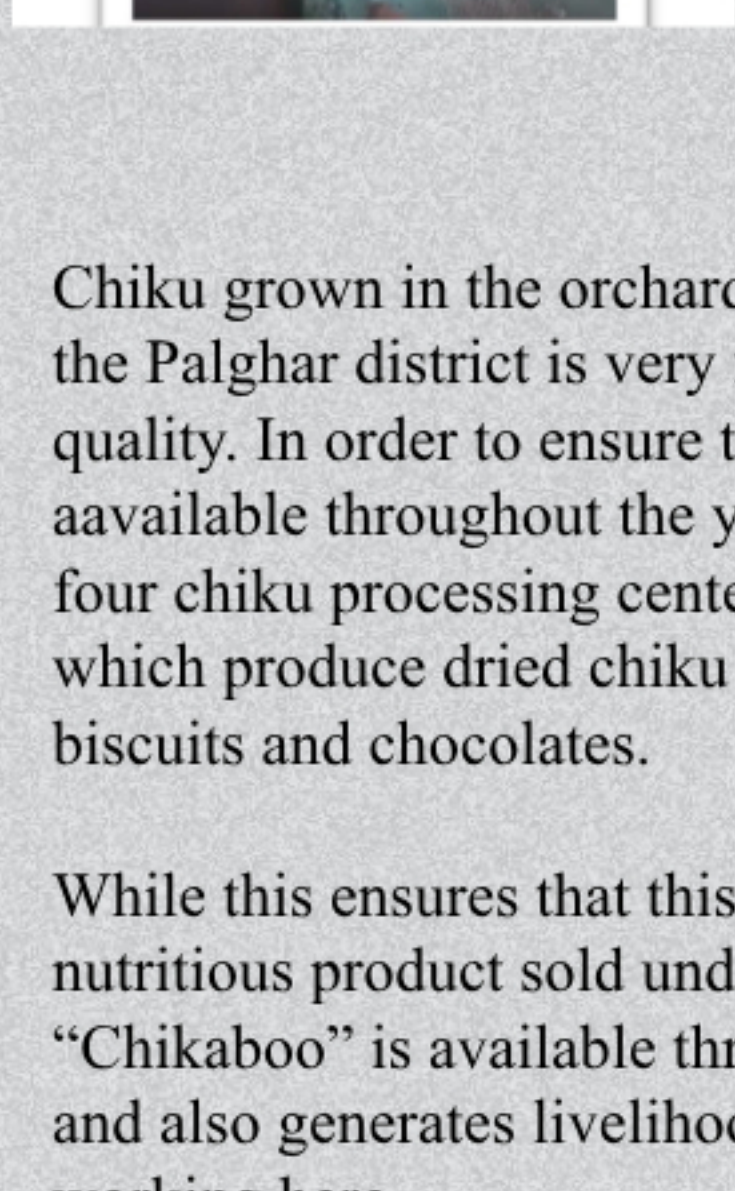
No. of Entrepreneurship Projects funded by NeevJivan Foundation / Other Organizations

**31**

No. of beneficiaries whose projects are in pipeline for funding

**900+**

## Here is the story of the 31 micro business ventures in brief

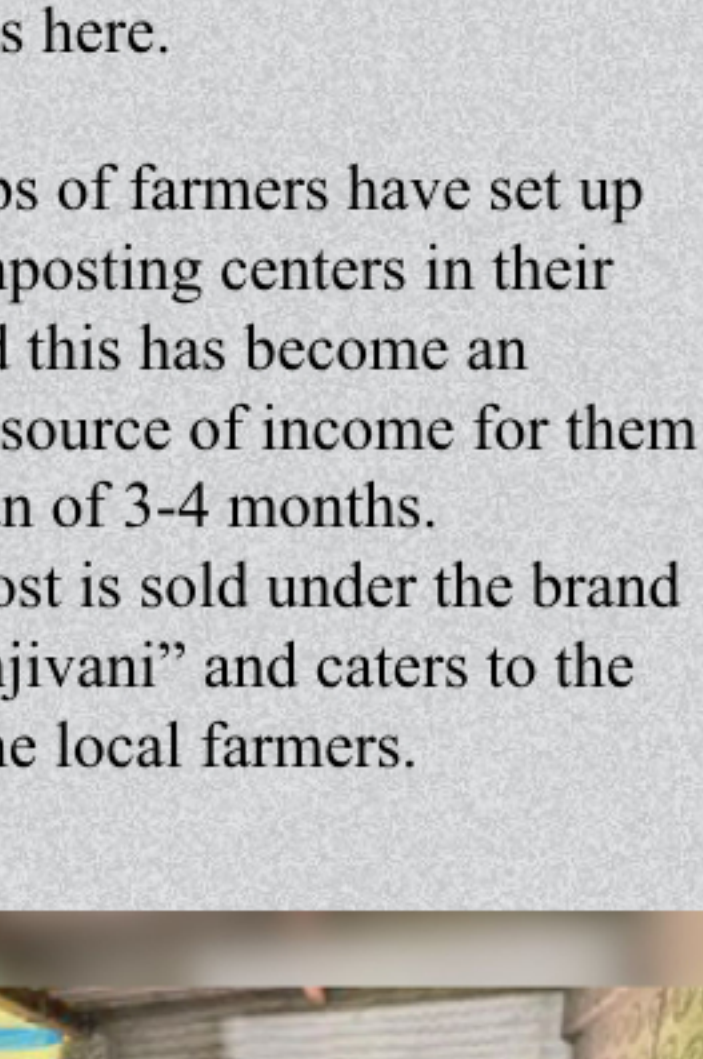


Catering to the demand for Rohu, Katla and Mrigel in the local market, the six fish farming centers have been set up around the Veti village in Dahanu.

In addition to the regular varieties of fish, our farmers have added Pangasius which also has a good demand and offers higher margins.

Our farmers have adopted the latest techniques for fish farming under the guidance of KVK, Dahanu.

Chiku grown in the orchards of Gholwad in the Palghar district is very famous for its quality. In order to ensure that the fruit is available throughout the year, we set up four chiku processing centers in Dahanu which produce dried chiku chips, powder, biscuits and chocolates.



While this ensures that this extremely nutritious product sold under the brand name "Chikaboo" is available through out the year and also generates livelihood for the women working here.

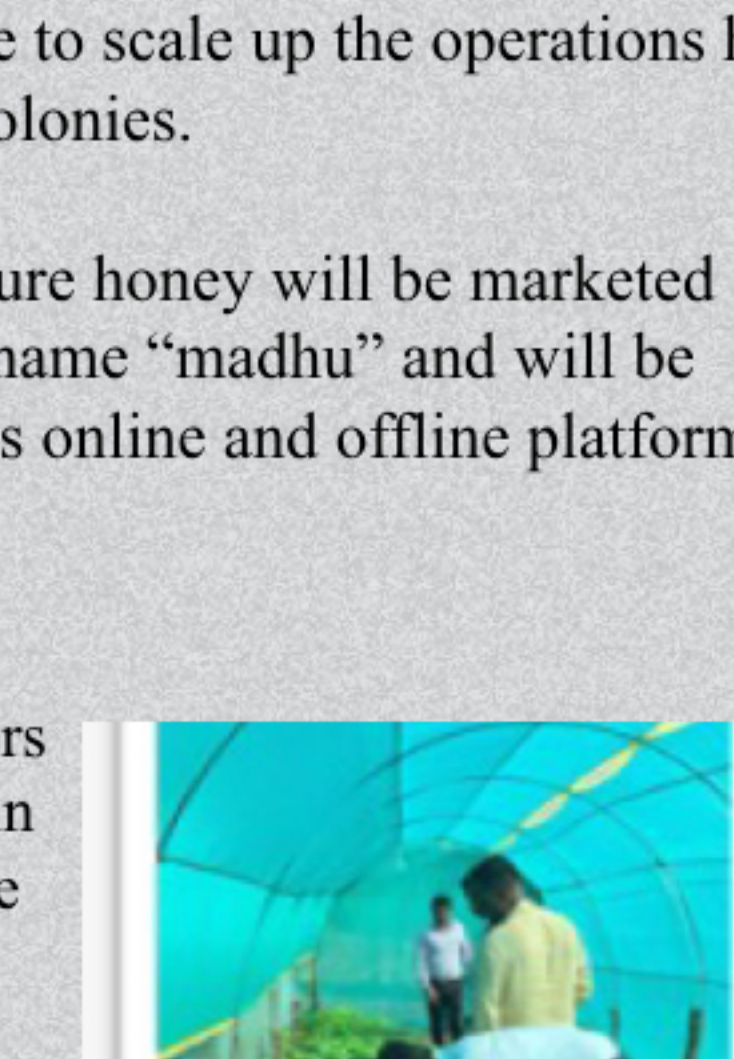


Looking for manure without any chemicals for your garden....? Your search ends here.

Four groups of farmers have set up vermi-composting centers in their village and this has become an additional source of income for them in a short span of 3-4 months.

The compost is sold under the brand name "Sanjivani" and caters to the needs of the local farmers.

Patrawali making is one of the most competitive and price sensitive business. Today, we have four self help groups who are running the Patrawali Making venture.



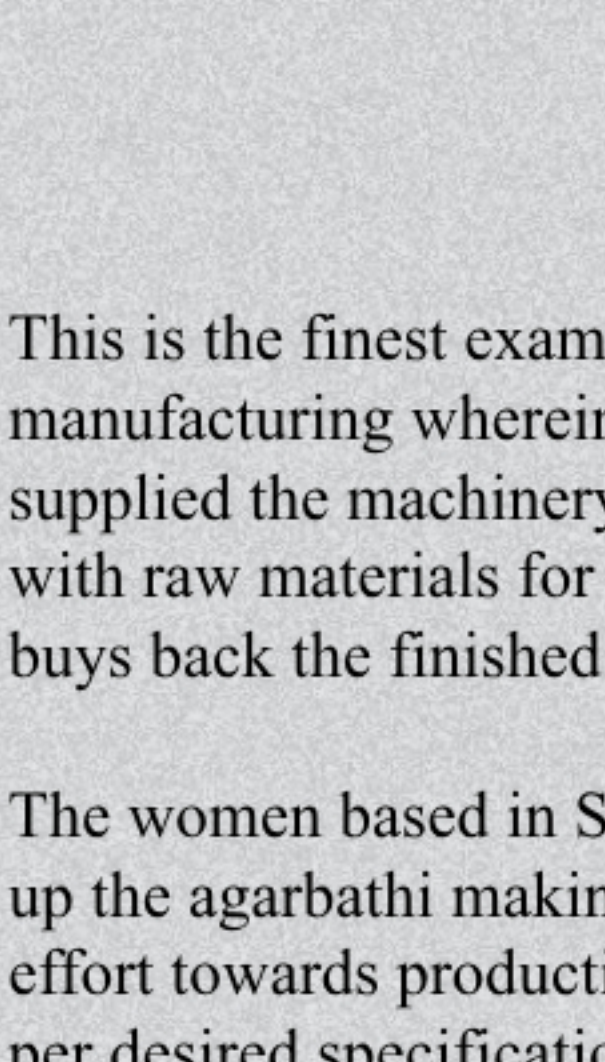
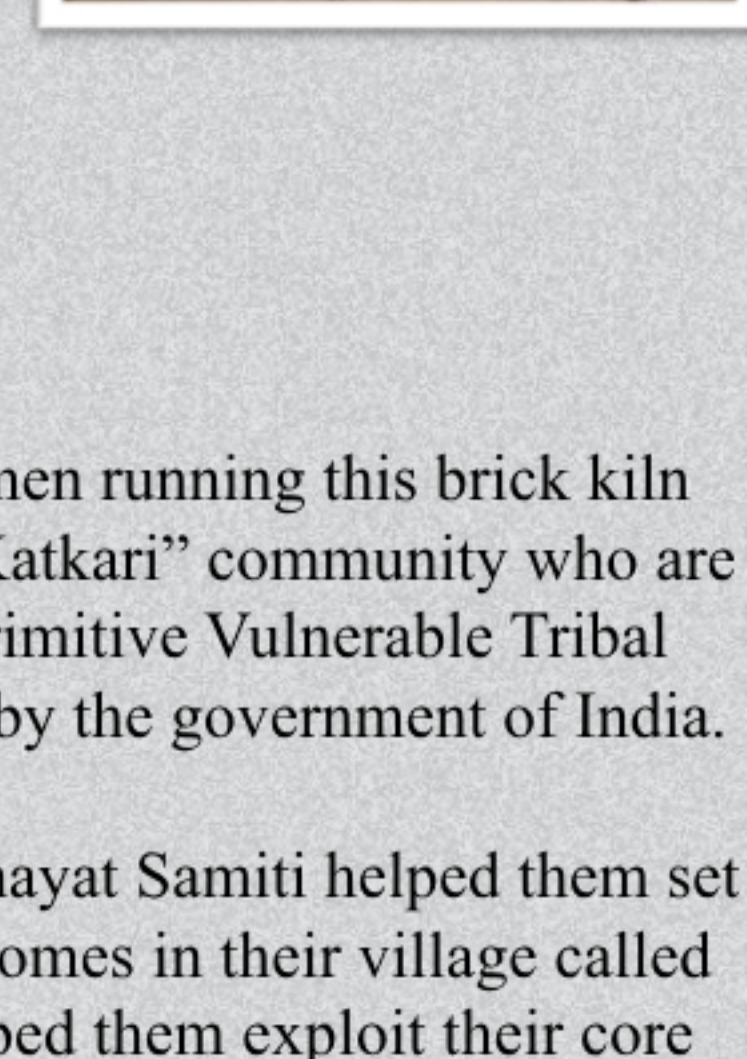
In order to get over the price sensitivity of the paper plates and bowls, our women entrepreneurs are gradually adopting leaves as basic raw materials to make these products.



One of the first projects supported by NeevJivan Foundation was a Center for Masala, Papad and Pickle Making in the Ganjad village in Dahanu.

Today, the women run their business on their own and sell their products in local markets and many e-commerce platforms under the brand name "Unnati"

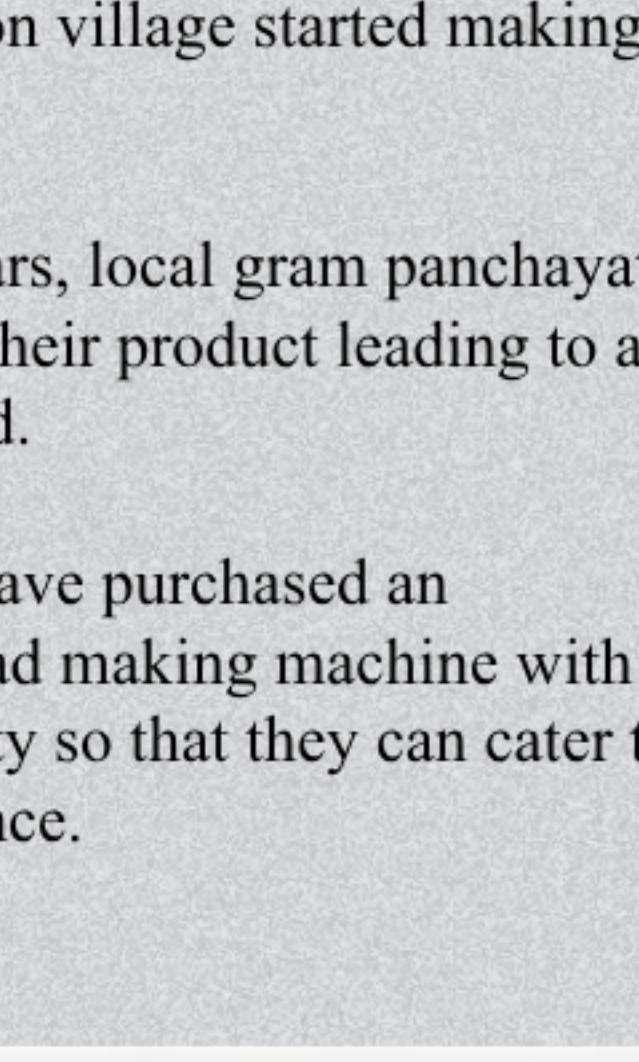
Tailoring is the most popular vocation in the rural areas where we operate and to cater to this demand, we set up two community tailoring centers in Jawhar & Dahanu. Till date, we have trained over 700 women on the basics of tailoring, many of whom have been employed at local garment factories and / or set up their own tailoring shops in their village.



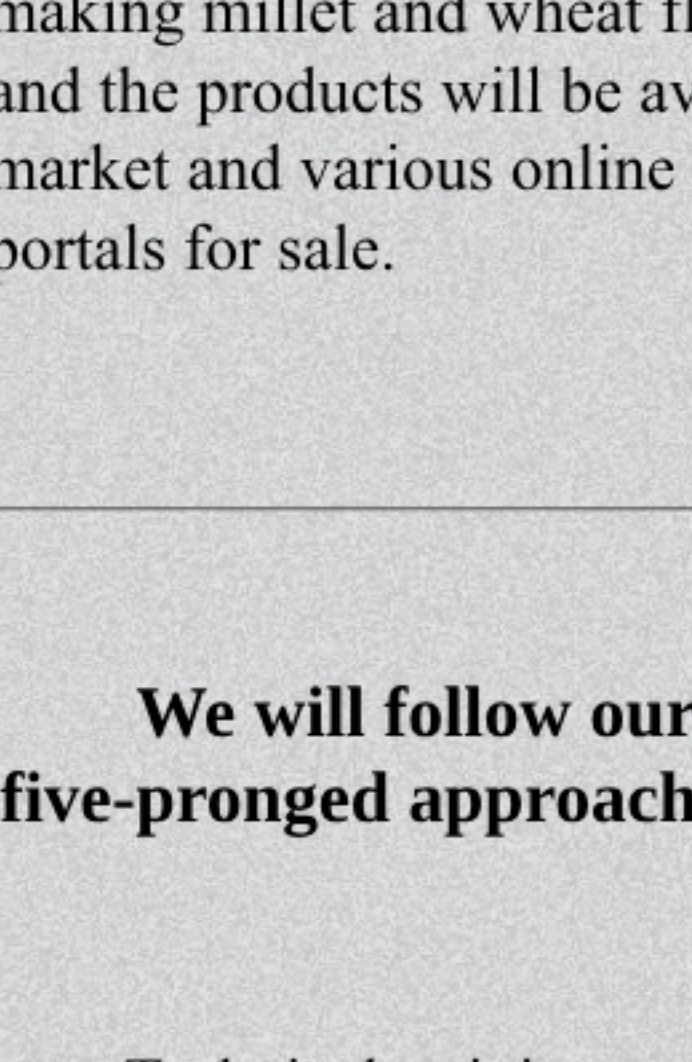
We started this project on a small scale with 8 colonies of bees (bee box) in the Veti village in Dahanu and hope to scale up the operations here with atleast 50 colonies.

The inherently pure honey will be marketed under the brand name "madhu" and will be present in various online and offline platforms for sale.

The tradition of respect for trees as their mothers among the tribal community is perhaps the main reasons for the continuous expansion of the tree cover in the rural areas of Maharashtra.



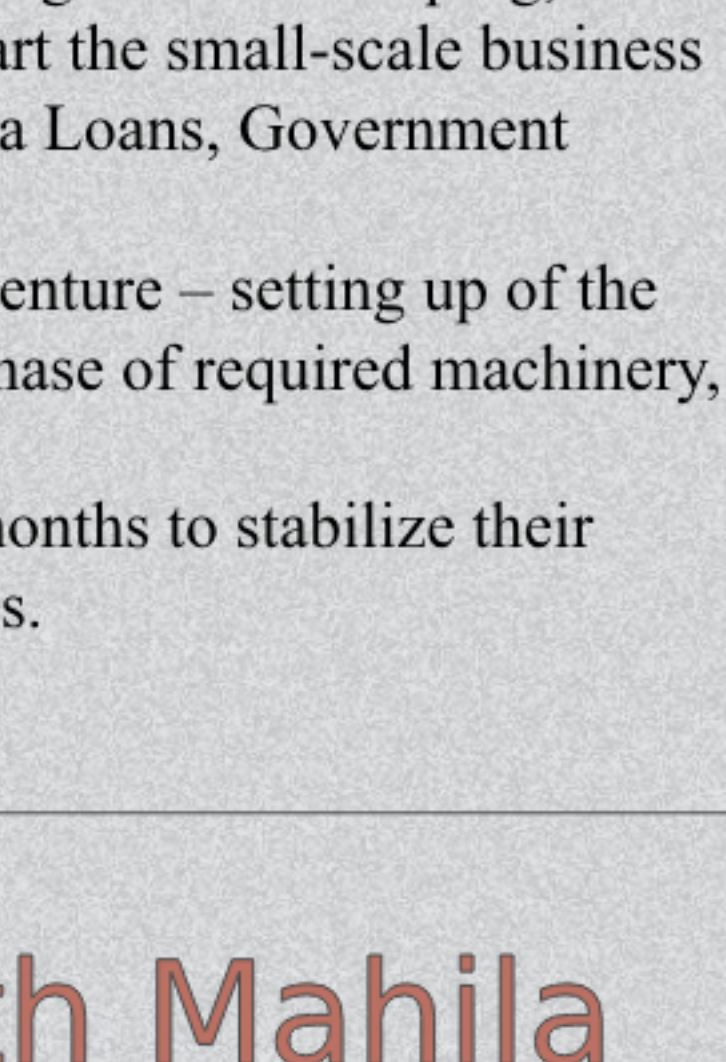
This nursery will also cater to green cover in this area. Trained to graft fruit bearing trees like cashew, mangoes, jack fruit, chiku, etc, the women working in this project will serve dual purpose of generating an alternate source of income and also add to the green cover.



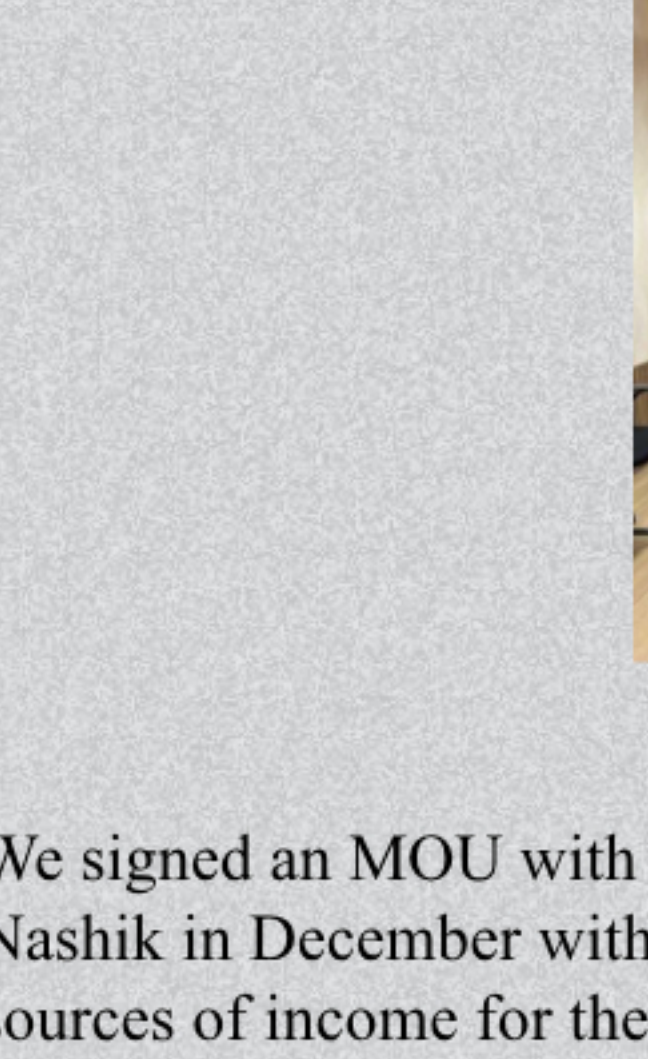
The goat farm was set up under the able guidance of Krishi Vigyan Kendra in Dahanu. They have helped us procure the "kokan kanya" breed of goats.

With proper care, vaccination and nutritious food, we hope to see this farm translate into a goat bank so that we can also cater to the needs of the local farmers.

One of the most unique projects supported by the Panchayat Samiti in Jawhar, this poultry farm is one of the largest in this taluka.



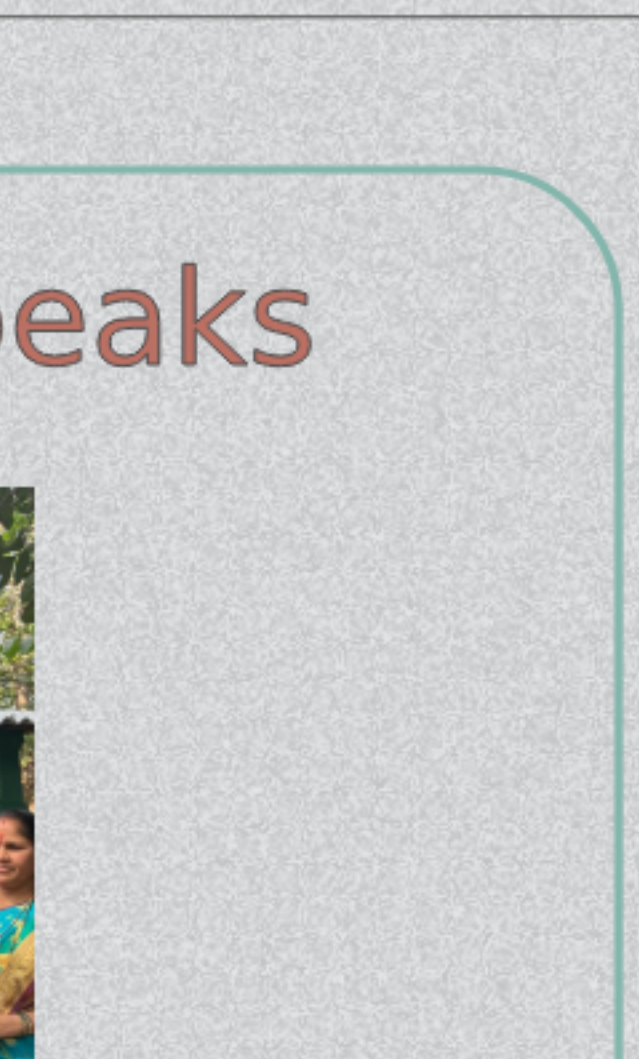
Young unemployed youth from a small hamlet called Kogda came together to set up this project with support from the Panchayat Samiti, Tata Motors and NeevJivan Foundation.



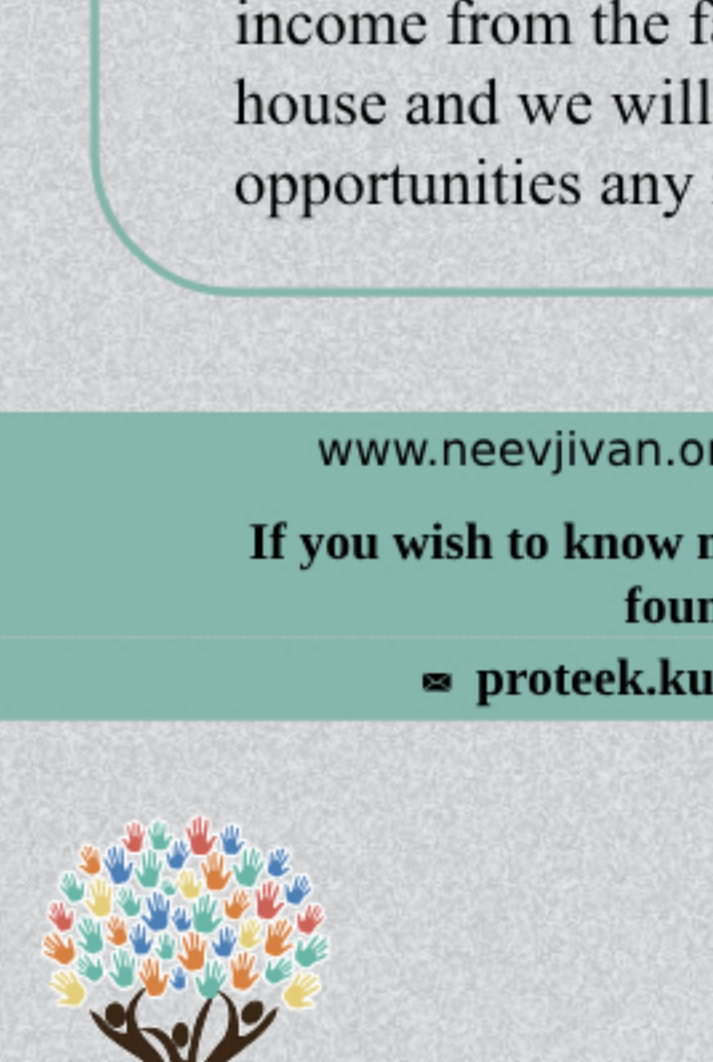
The men & women running this brick kiln belong to the "Katkari" community who are designated as Primitive Vulnerable Tribal Group (PVTG) by the government of India.

While the Panchayat Samiti helped them set up their pucca homes in their village called Raytale, we helped them exploit their core skills, i.e., brick making to set up their kiln in their village so that they did not have to leave their village in search of better opportunities.

This is the finest example of contract manufacturing wherein the vendor who has supplied the machinery supports the women with raw materials for agarbathi making and buys back the finished product.



The women based in Shiroshi village who set up the agarbathi making are paid for their effort towards production of the agarbathis as per desired specifications.

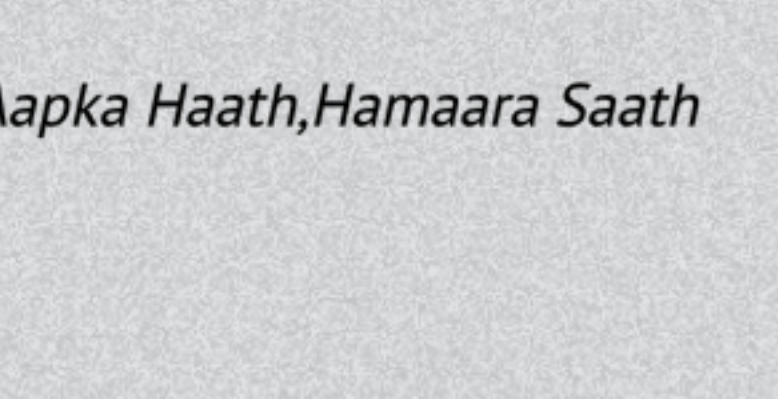


This is also one of our oldest projects wherein the women belonging to the "Katkari" community in Dhabon village started making sanitary pads.

Over the last two years, local gram panchayats have started buying their product leading to a spike in their demand.

Subsequently, they have purchased an automatic sanitary pad making machine with improved productivity so that they can cater to an even wider audience.

The sewai making center in Shiroshi village in Jawhar is the recent addition to our growing list of micro business ventures.



The women running this center will be making millet and wheat flour based sewai and the products will be available in local market and various online and offline portals for sale.

## We will follow our time-tested operating model, i.e., the five-pronged approach to execute the micro business ventures in the villages -

- a. Technical training on vocation of choice (we have a portfolio of 20+ vocations which are delivered through our knowledge partners – M/s. Krishi Vigyan Kendra, Dahanu & Nashik; M/s. Khadi Village Industries Commission, Dahanu and M/s. ID Tech Foundation.
- b. Module on Entrepreneurship Skills covering Customer identification, Creating the value proposition, Competition analysis, Pricing strategy, Sales & Marketing, Accounting & Book Keeping, etc.
- c. Facilitate availability of seed capital to start the small-scale business ventures - CSR initiatives of companies, Mudra Loans, Government Schemes & Programs, CMEGP/PMEGP, etc.
- d. Help them start the small scale business venture – setting up of the shop floor, identification of vendors and purchase of required machinery, raw materials, packaging, branding, etc.
- e. Support them for a period of atleast 6-8 months to stabilize their operations including market connect / linkages.

## MOU signed with Mahila Arthik Vikas Mahamandal, Nashik



We signed an MOU with the Mahila Arthik Vikas Mahamandal (MAVIM), Nashik in December with the primary objective of creating alternate sources of income for the women centric SHGs supported by them. As per the MOU, the local team will help us mobilize the women and NeevJivan Foundation will help train them on vocations of choice.

We look forward to a long and fruitful association with MAVIM, Nashik in the days to come.

