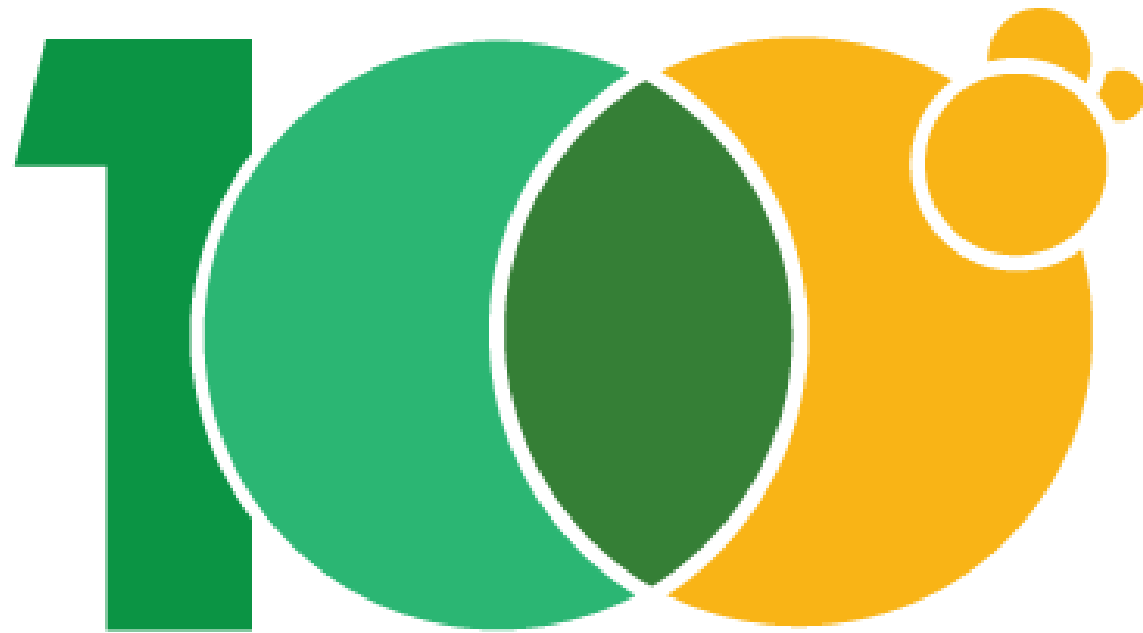


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industree

Industree Foundation

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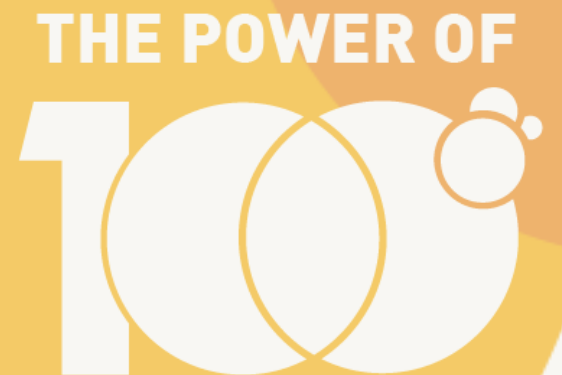
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Executive Summary : Industree aims to help 3 million entrepreneurs in India via ecosystem level solutions that leverage their skills and provide meaningful, dignified livelihoods



Multiple Sustainable Development Goals will require concerted efforts by 2030



Industree aims to work with **3 MN micro entrepreneurs** by 2030 leading to an impact on **30 MN lives** using expertise it has built over two decades using:



Deep Hand
Holding of a few women enterprises



Broad Hand
Holding partners and cohorts of enterprises



Societal Platform
to bring all actors together for knowledge, training and connects*

Industree aims to raise **USD 30 MN** in philanthropy over the next 18 months, and **300 MN** over 10 years as transformational capital to meet this audacious target and will build significant new capabilities along this journey


Industree welcomes partners bringing catalytic contributions to help women across India live with dignity

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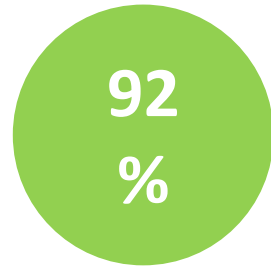
There are estimated to be about 100MN adolescent girls and women who will be significantly below their full potential , due to lack of livelihood opportunities and right enablement



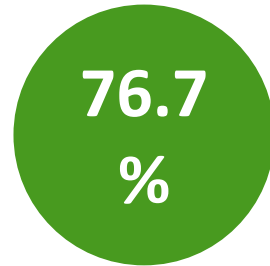
Women in India are estimated to be a part of the workforce



Circular migrants are estimated to exist in India today



Workers are informal



Women above age 15 are not working nor seeking work

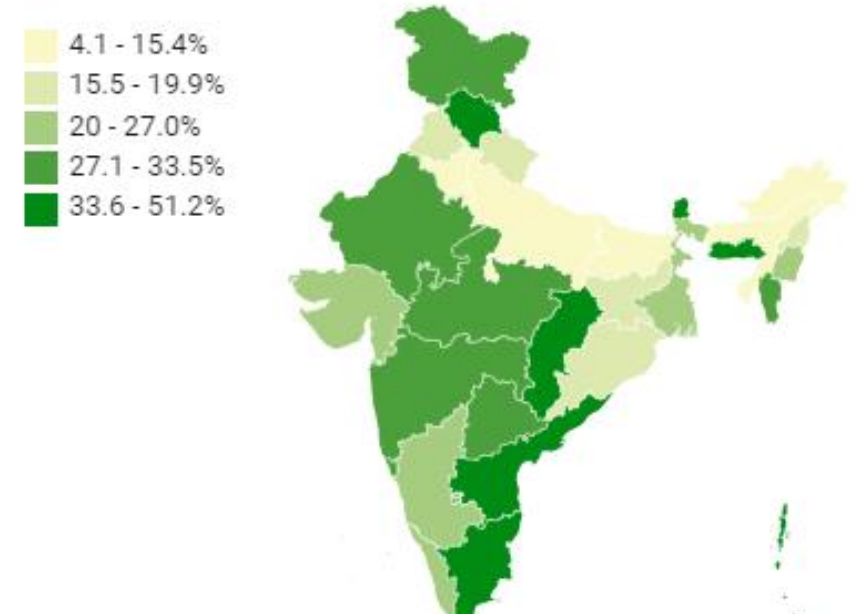
Participation of women

About 14% of Indian women own and run businesses. However, majority of these ventures belong to upper class women, with middle and lower class women being significantly marginalized.

Migration

India has one of the largest migrant populations in the world, estimated to be employed across agriculture, industry and services in subsectors including but not limited to food processing, construction, textile, mining, sex work, etc. While the share of workers in the unorganized sector reduced, the share of informal workers in the organized sector has gone up because of the use of contract and other forms of casual labour.

Female labour force participation rate (%)



States in the Hindi belt fare the poorest in female labour force participation

The livelihood demand-supply mismatch is contributing to a vicious cycle of poverty, injustice and disempowerment

The informality of work arrangements leads to a number of injustices being perpetrated upon workers, especially women, with limited or no avenues for redressal of grievances. The injustices include -



Financial

Underpayment
Wage withholding
Zero accident compensation



Workplace

Physical and sexual abuse
Malnutrition
Bondage



Societal

Exclusion from formal governmental systems such as PDS, voting and state health benefits



Individual


Poor health
Lack of access to education
Reduced agency

Implication: There is an urgent need to scale proven solutions creating meaningful employment opportunities that leverage women's skills in a localized context

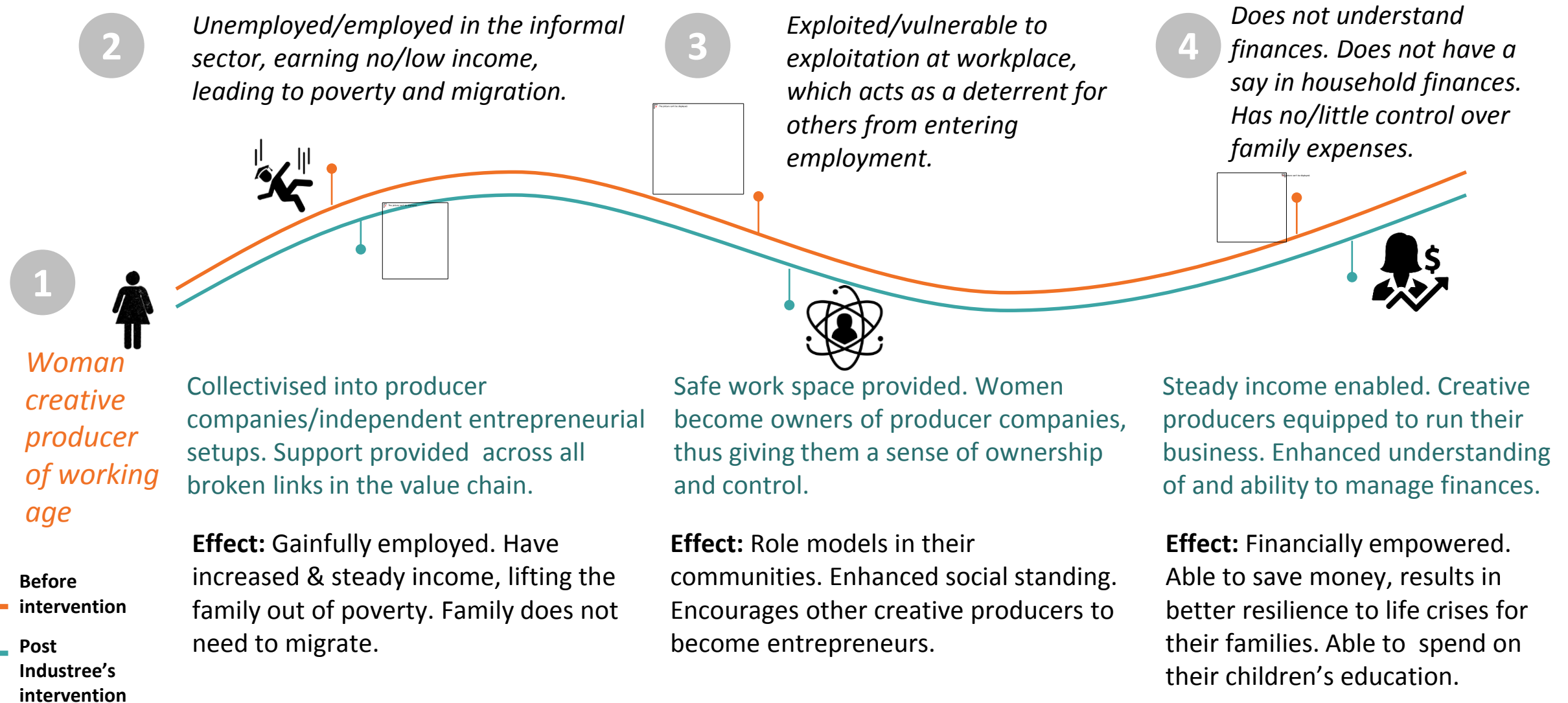
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Over the past two decades, Industree has been devoted to breaking this vicious cycle by empowering women entrepreneurs to take charge of their destiny



With the right investments and support, 3 MN micro entrepreneurs can tap into the market by 2030 and break the cycle of poverty, impacting over 30 MN lives

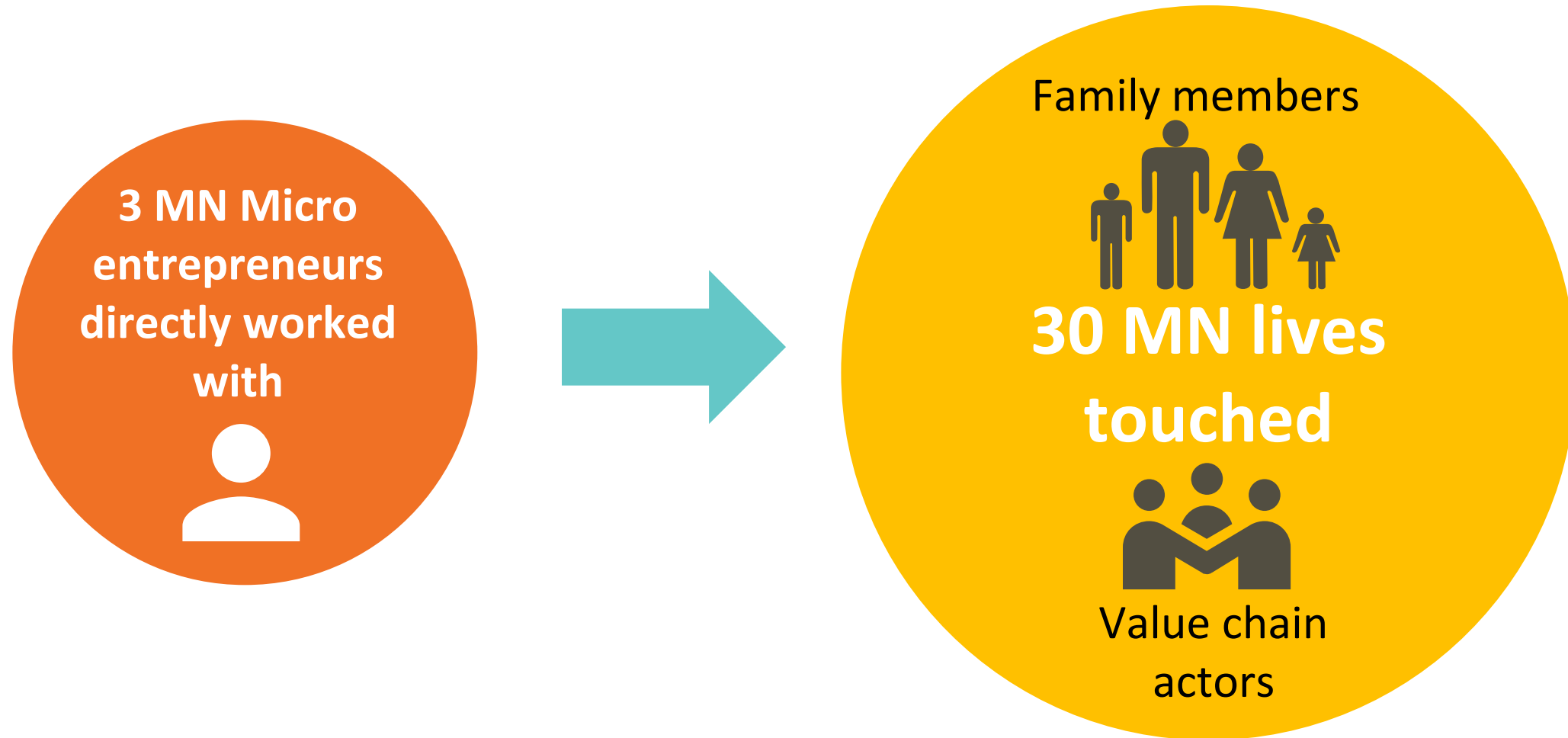



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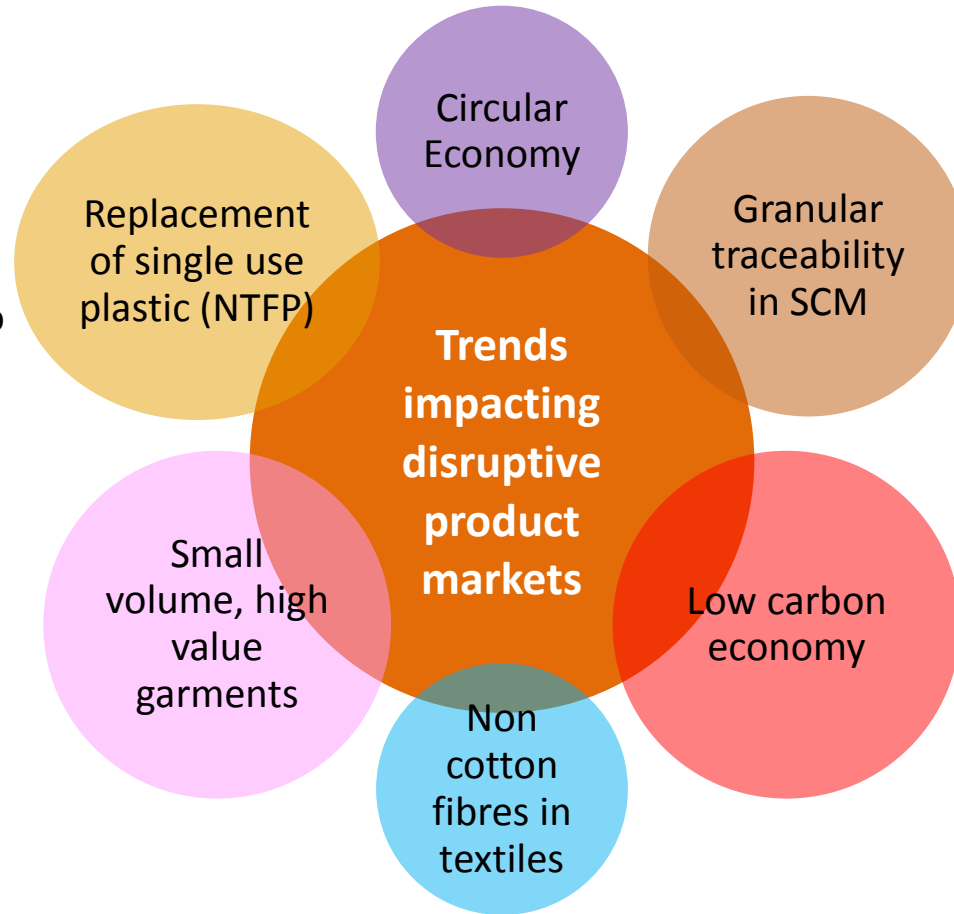
A number of product markets in the country are ready for disruption, based on Industree's experience and market research

DEMAND
Size of opportunity

- Estimated global market **115 BN USD**
 - India's exports in **2780 MN USD**
 - **140 MN USD** in Natural Fibre & bamboo
- By 2027, India will be the world's third-largest consumer economy.
- Utilizing this period of development, we can bridge the gap between economic growth and rural livelihoods for women.

SUPPLY
Target population

- ~60+ mn # creative producers in India
- 63% - % of creative producers who are self-employed
- TN, Rajasthan, AP, Orissa, Telangana, Karnataka and Ethiopia, Africa have very high impact potential

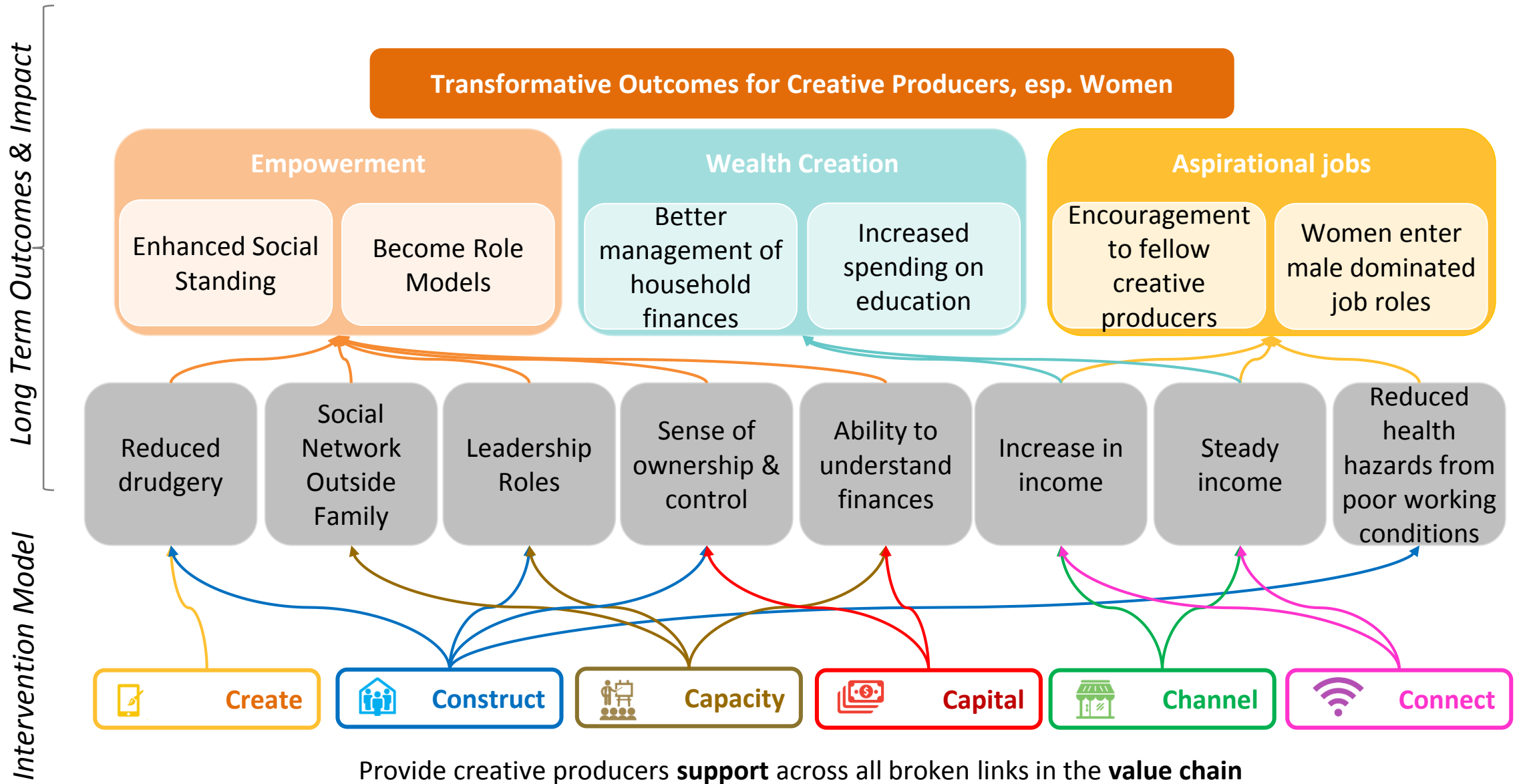


Top Value Chains for Industree:

Textile based & Apparel	Natural Fibre	Other handicrafts
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Industree's Theory of Change uses the 6 C approach to ensure a trajectory to sustainable entrepreneurship



The 6 Cs enable Industree to play the role of an incubator to help create an enabling ecosystem



- Design development
- Product development
- Research & development
- Upgradation of existing tools/equipment



- Mobilization & aggregation
- Infrastructure
- Professional management
- Mutually Beneficial Trust/Producer Company formation
- Scoping



- Life Skills
- Technical Skills
- Leadership Skills
- Design Skills
- Entrepreneurship Skills



- Loans
- Working Capital
- Grants
- CSR
- Access to finance

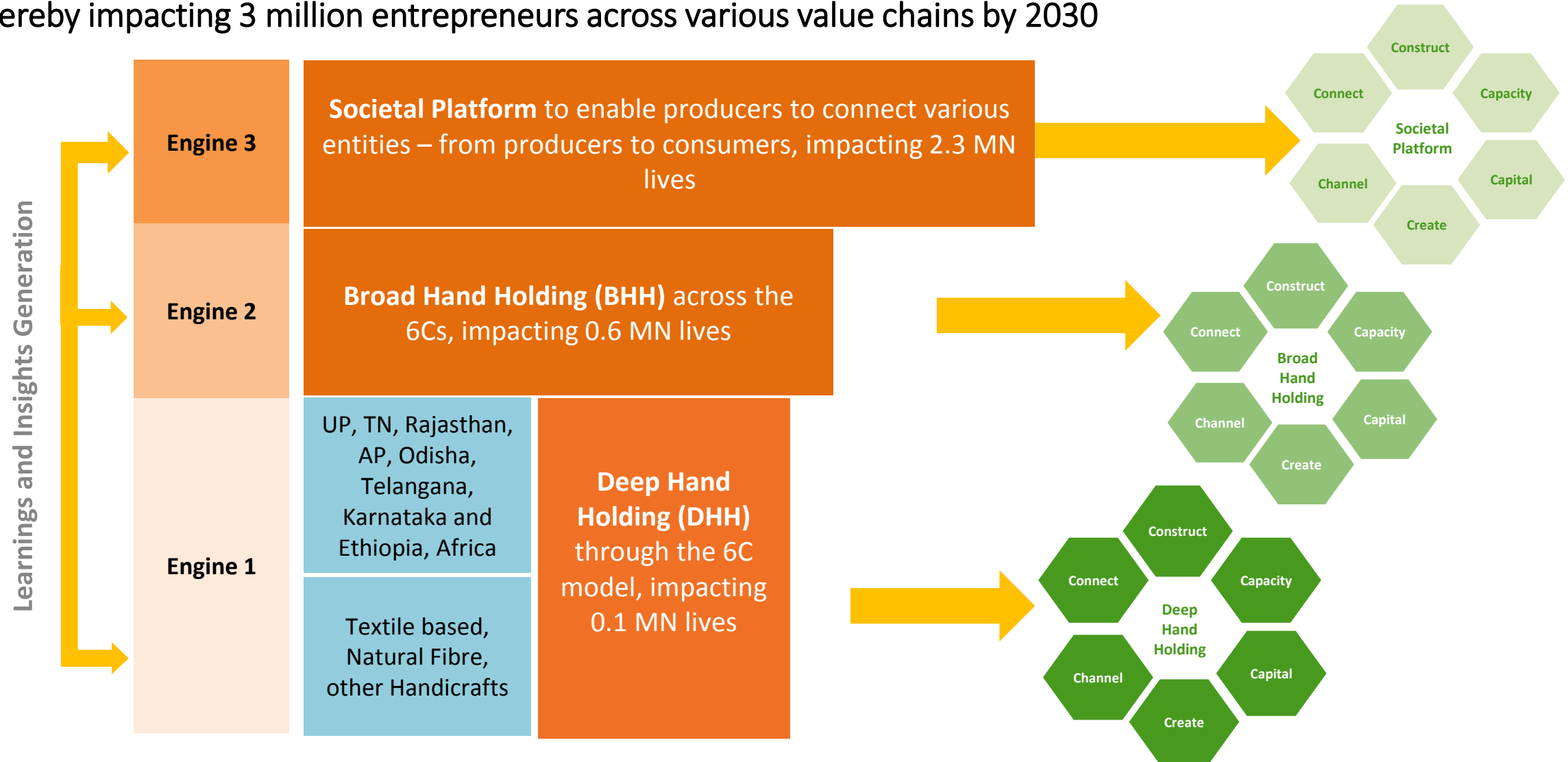


- Networking
- Fairs
- Exhibitions
- Liaising with buyers
- B2B
- B2C
- B2B2C
- Online e-commerce portal

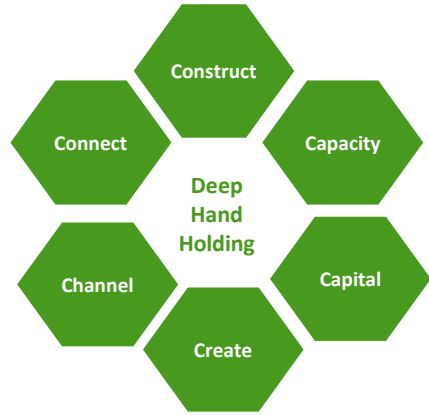


- Applications
- Hastti
- PIE

Industree's repeatable T model will enable it to adopt non-linear scaling pathways, thereby impacting 3 million entrepreneurs across various value chains by 2030



Engine 1- Industree has been running its direct impact model with Deep Hand Holding (DHH) and has seen significant recognition and evidence of impact



Why? Incubate model producer companies and create a playbook for sustainable women's enterprises.

How? Collectivization of producers over 9-36 months, and directly providing 6 C services. The created enterprise is expected to be globally compliant and sustainable, generating enough revenue to pay for professional services itself.

Bangalore Greenkraft- Lifestyle and home accessories made from natural fibres with 1700 women owner members and profitable with a revenue of ~1 M USD

Ektha Apparel- Apparel products with 300 women owner members and profitable with a revenue of ~0.5 M USD

100k

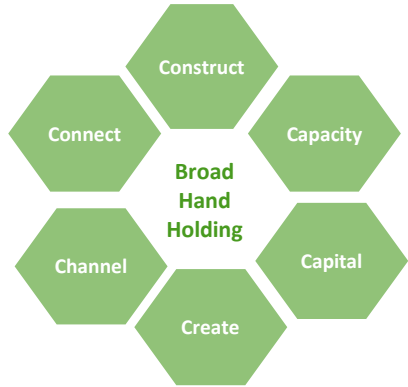
Lives impacted by 2030

Expected unit cost per head is 1000 USD and Industree will need to raise 20 M USD for this engine by 2021, and 100 M USD by 2030.

Where

6 states across India-
Natural fibre products including baskets, bags, leaf plates and home decor
Apparel embroidery and stitching
Handicrafts including jewellery, ceramic and leather goods

Engine 2- Partnerships with institutions across Asia and Africa via Broad Hand Holding (BHH) will enable Industree to disseminate the learnings from DHH



Why? Industree's playbooks enable partners and independent entrepreneurs to build sustainable enterprises.

How? Partnerships with large enablers of enterprise creation (SEWA, Pradan, etc) as well as building cohorts of independent entrepreneurs at a *Business Excellence Centre (BEC)** level, to share learnings in a group setting and offer paid services around 6Cs to the entrepreneurs.

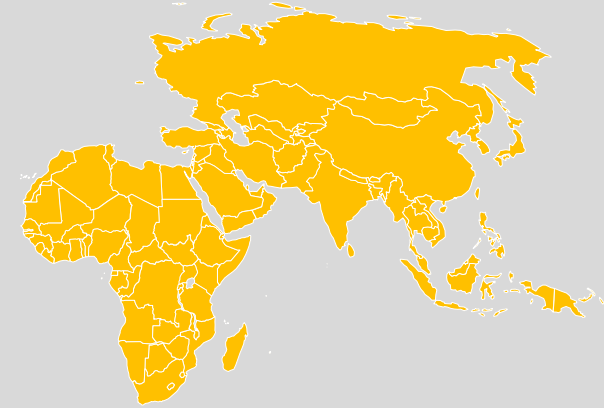
Impact Edge Lab and the **Dasra Social Impact Leadership Program** seek to educate impact entrepreneurs in a cohort setting, discussing leadership development and organization building, leveraging institutions like Srishti and Harvard Business School for their faculty and curriculum.

600k

**Lives impacted
by 2030**

Expected unit cost per head is 167 USD and Industree will need to raise 5 M USD for this engine by 2021, and 100 M USD by 2030

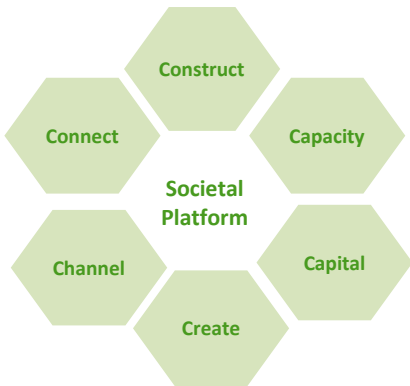
Where



This engine can leverage partners from across Asia and Africa, and work with multiple entrepreneurs within specific geographies to transfer learnings across value chains.

*A BEC is an aggregated group of Producer Enterprises at a regional level

Engine 3- Societal platform enabled by community of practice model with Light Hand Holding



Why? Digital platforms inherently bring a way to leverage resources better, by bringing all actors together – COMMUNITY OF PRACTICE (COP) model.

How? Creation, maintenance and running of a **Societal Platform**. Create a **digital space** to connect various entities - from producers to customers. Contains Industree’s core toolkits, insights and e-commerce platforms. Allows entrepreneurs to access resources, training, capital sources and connects, and users own the quality and operational risks.

2.3
M

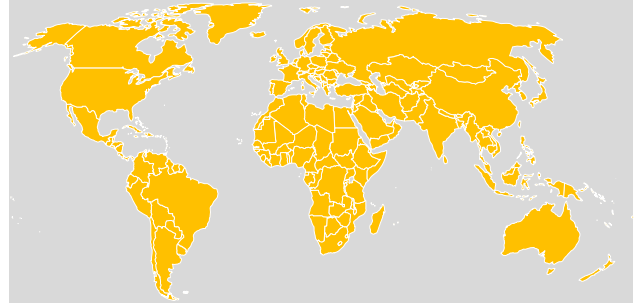
Lives impacted by 2030



are working examples of this tried and tested model.

Expected unit cost per head is 43 USD and Industree will need to raise 5 M USD, for this engine, towards platform development cost by 2021, and 100 M USD by 2030.

Where



Location & sector agnostic.

Open source – hence, accessible to everyone.


Initial traction on existing DHH value chains and geographies with later spread across continents

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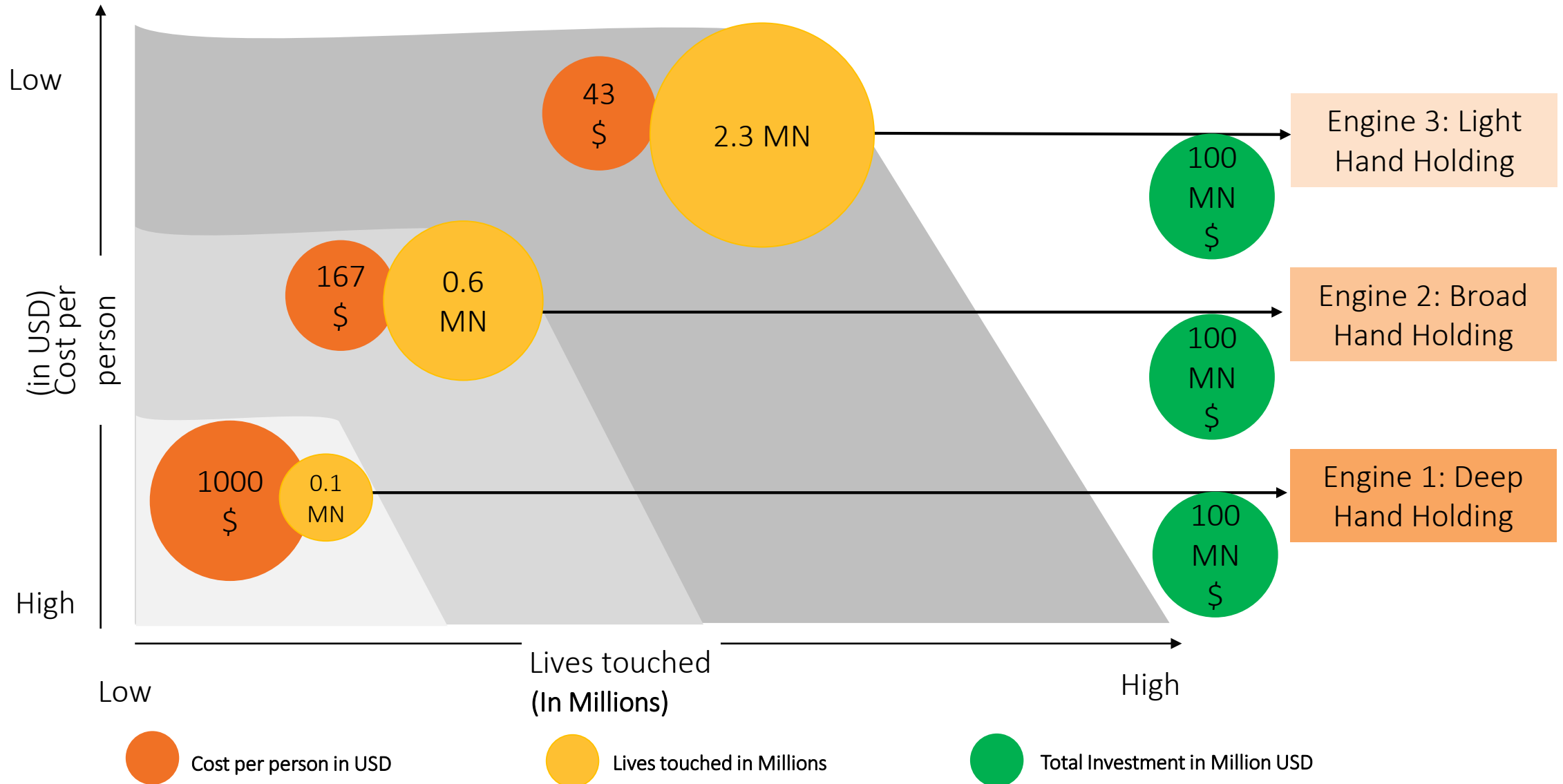
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The three models will allow Industree to slowly bring down its cost per producer and start to leverage market forces



Industree's learnings will be portable across product markets, leading to non-linear scale

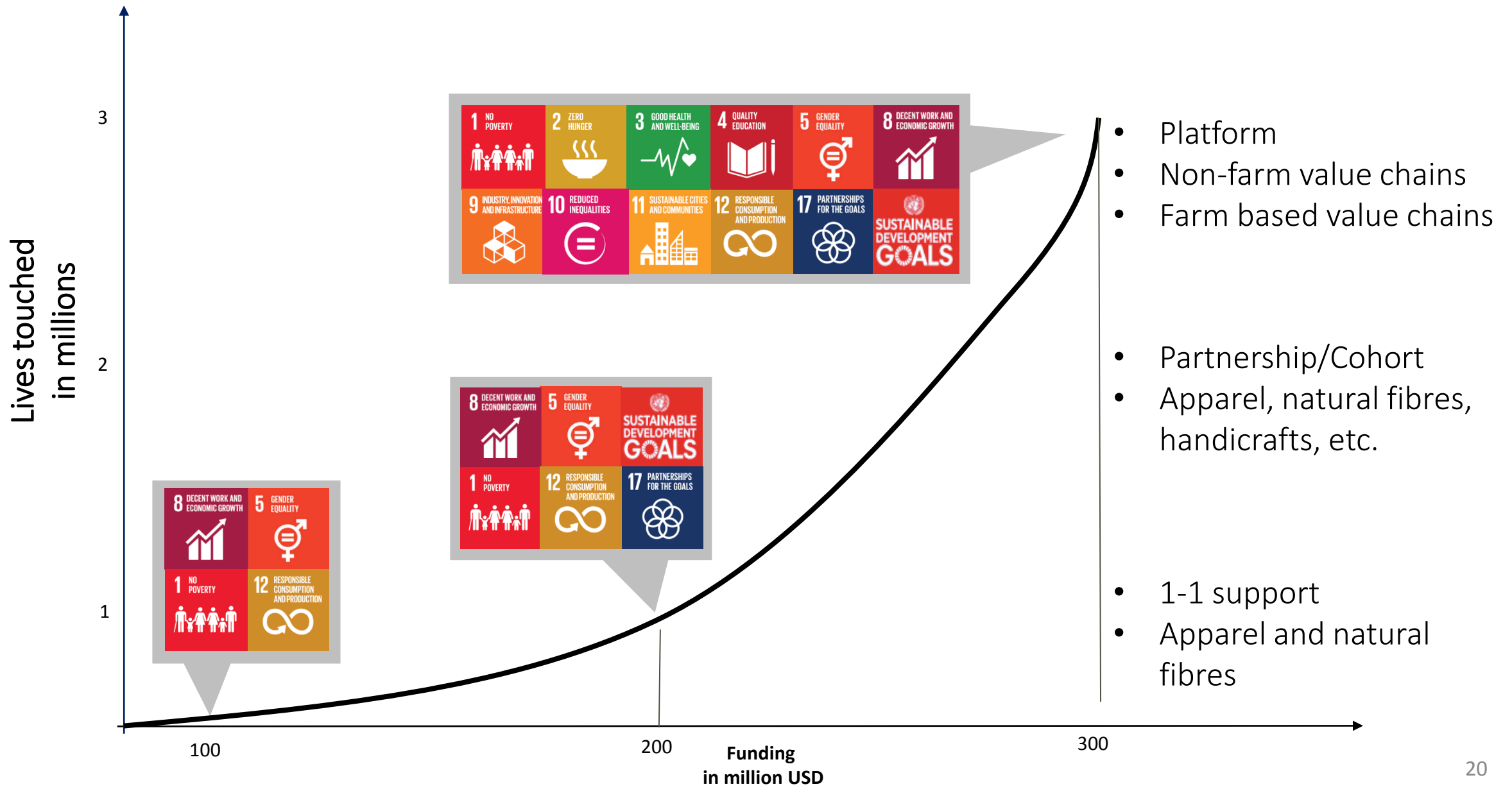


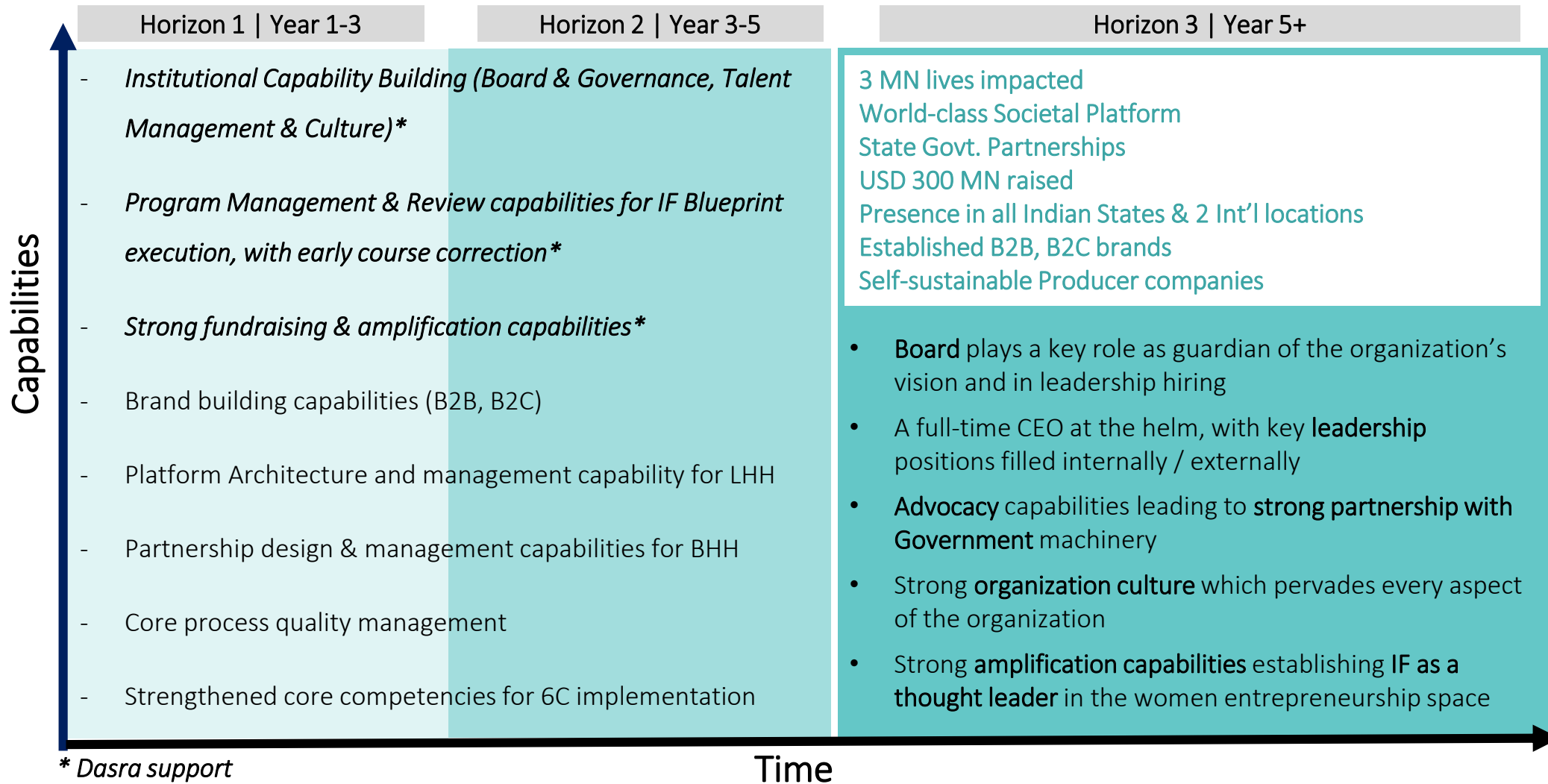
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By December 2030, Industree aims to have developed capabilities to ensure strong delivery quality orientation - working closely with partners such as Dasra



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The journey to impact 30 million lives will be divided into phases and the key milestones of the journey are given below

Quarter 1	Quarter 2	Quarter 3	Quarter 4	Quarter 5	Quarter 6
Oct'19 to Dec'18	Jan'20 to Mar'20	Apr'20 to Jun'20	Jul'20 to Sep'20	Oct'20 to Dec'20	Jan'21 to Mar'21
Identify donors and create fundraising roadmap	Raise funds				
Identify critical capabilities (apex, foundational and programmatic) for Industree's aspiration and create a roadmap for the same	Outreach for key hires	Complete key hires			
	Identify capabilities to be developed for existing staff	Implement development plan for existing staff			
Define operating model & Set up Results Delivery Office	Create Impact dashboard and define governance cadence	Monitor against dashboard	Refine Impact Dashboard	Set up a regular cadence	

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We expect a 5X return on every dollar invested

Social Return on Investment (SROI) is calculated as the average annual impact on an entrepreneur multiplied by total number of entrepreneurs, divided by the total capital invested in the program.

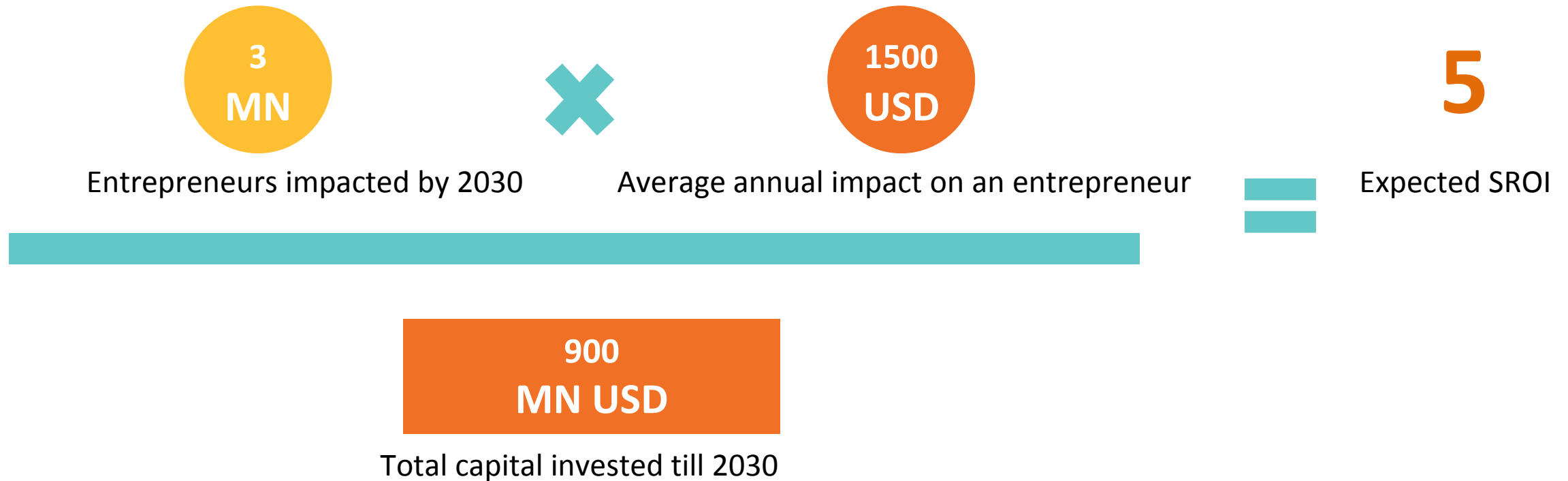
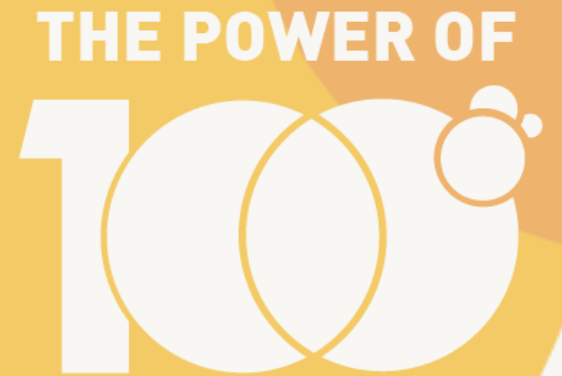


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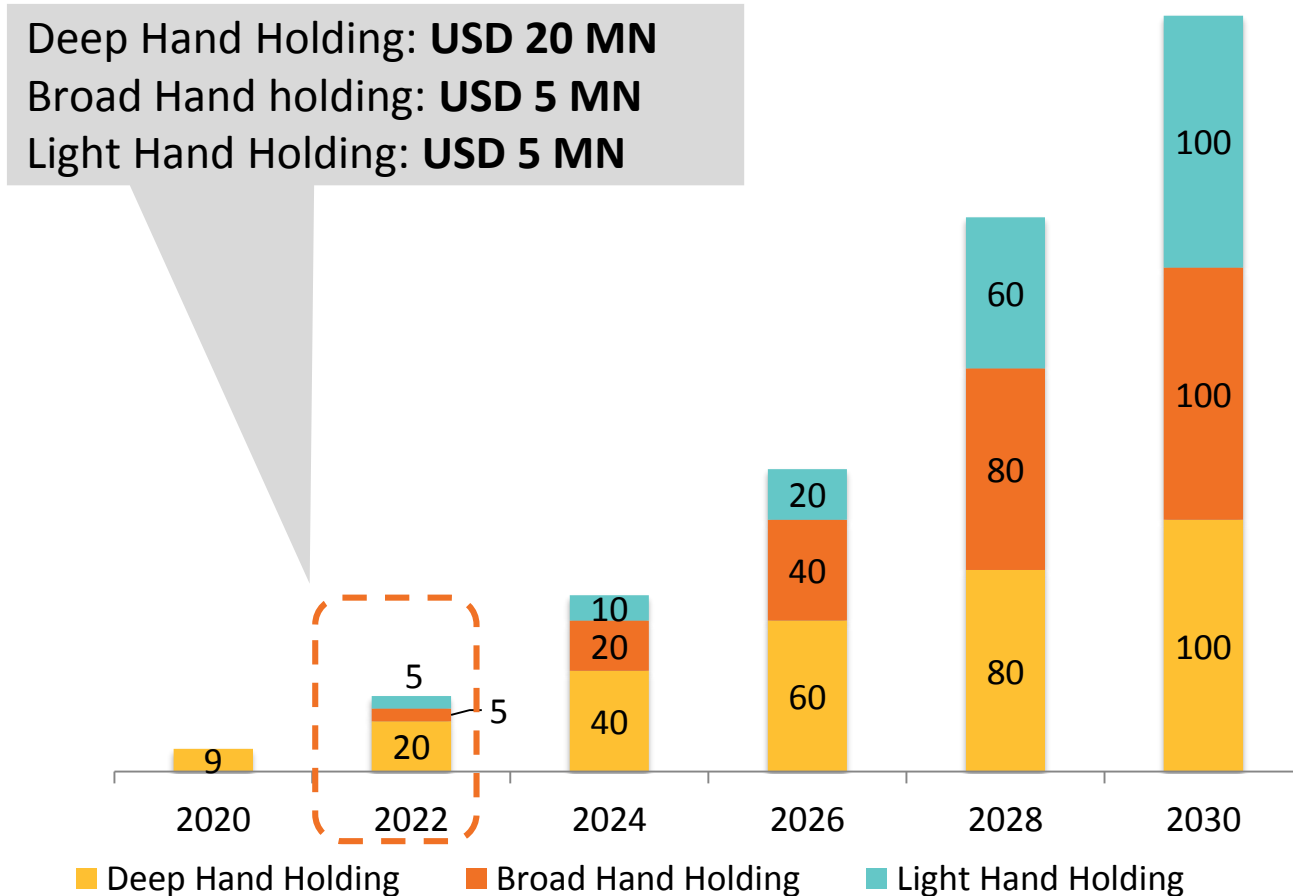
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Industree needs long term partners to be a part of this journey for capital, intellectual and moral support

Budget in USD MN

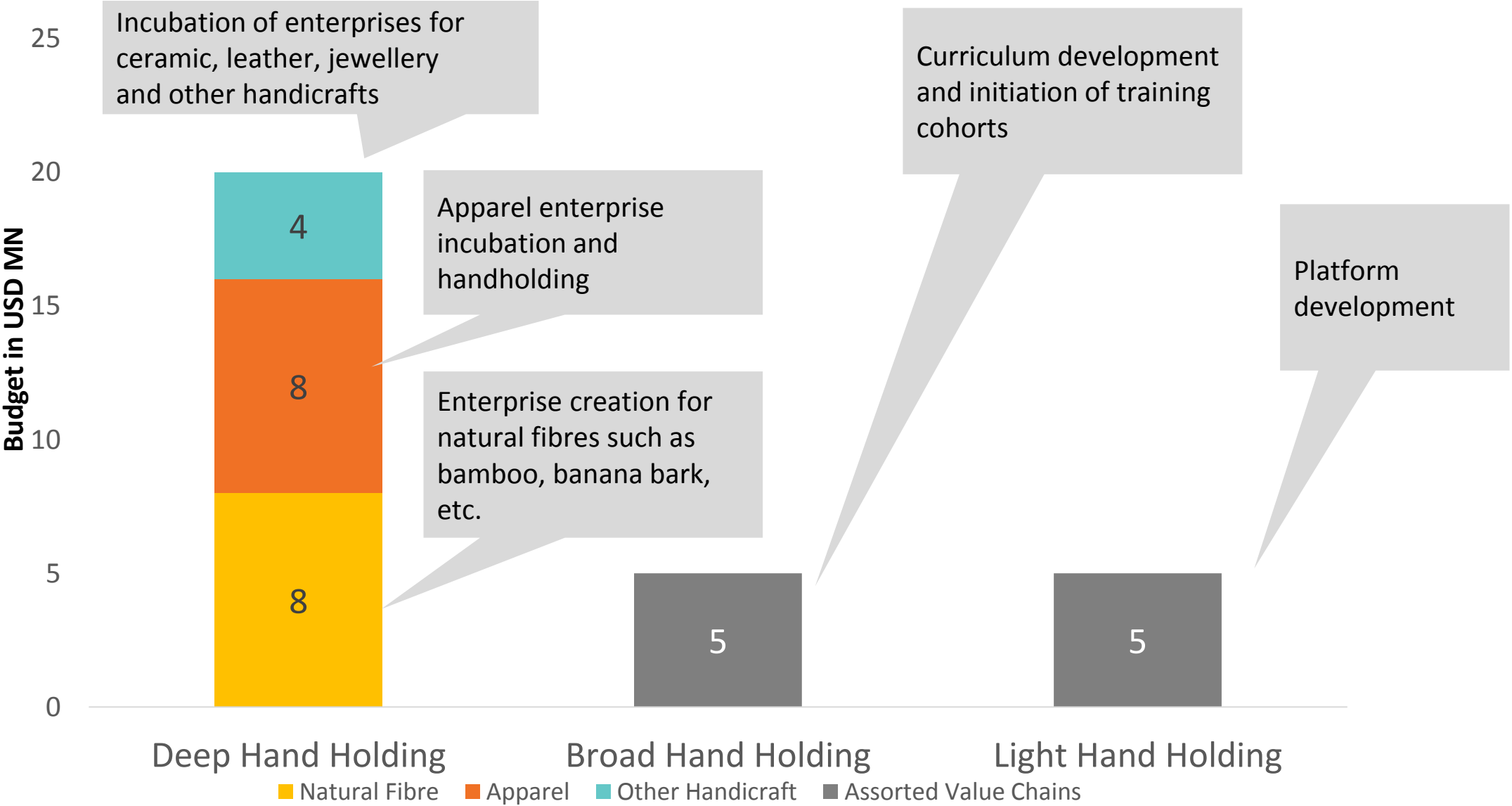


Key areas of investment:

- Capacity building of team to upgrade existing capabilities
- Hiring for brand new capabilities
- Enterprise set up and operations cost for Deep Hand Holding
- Business Excellence Centre (BEC) and Apex* costs till break even
- Cohort program costs for Broad Hand Holding
- Platform architecture and management till independence
- Roundtables for awareness and advocacy
- Brand building

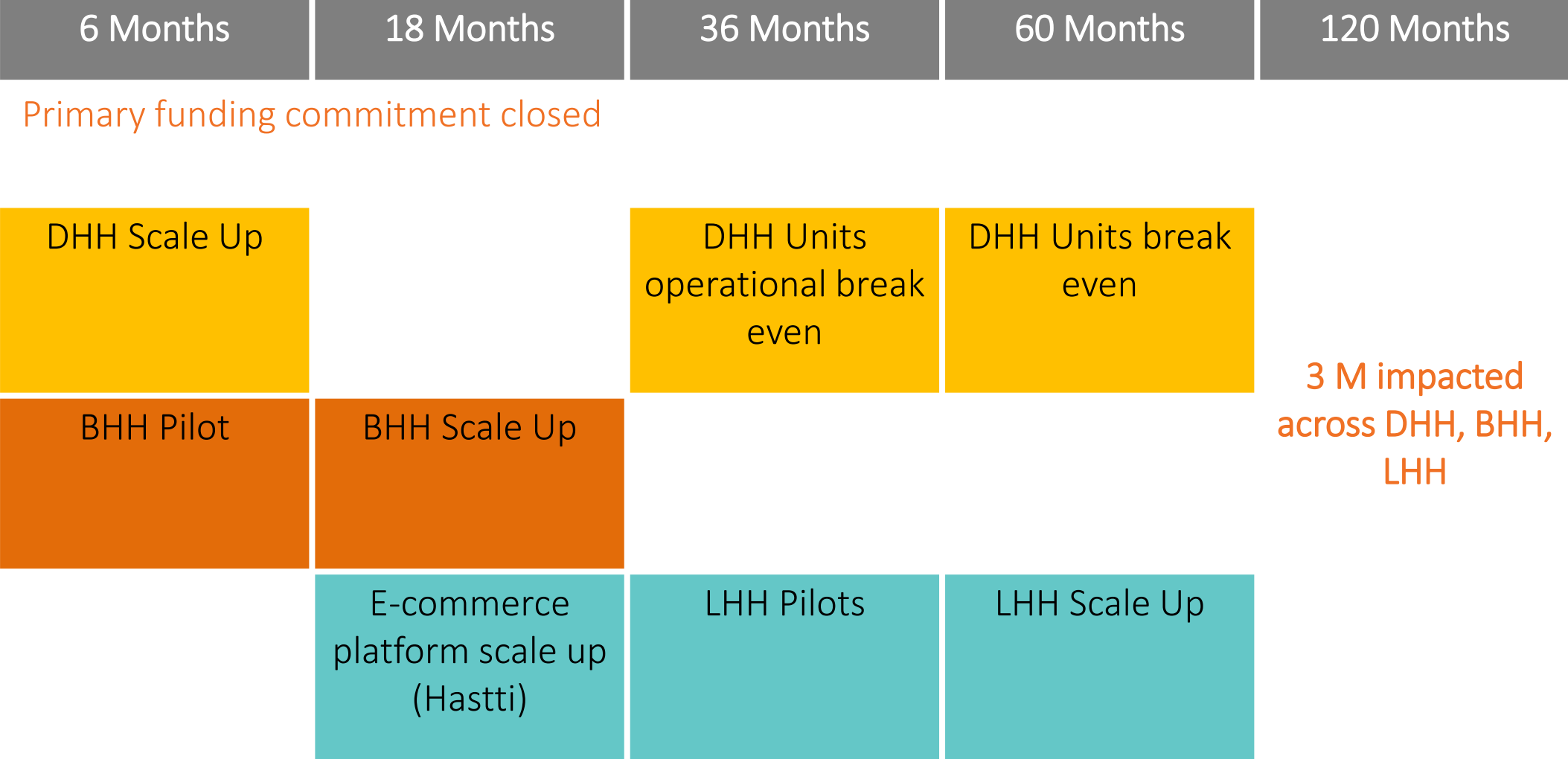
*Apex bodies are a group of BECs

Immediate funding segments include:



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The broad milestones to impact 3 M women are:





The time to act is now!