



With women, our planet thrives.

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

Our Planet: The heat is on

Climate change is a real and present danger. Like the rest of the world, it has hit India hard over the past few years with the country facing excessive rainfall intensity, floods, landslides, heatwaves and droughts.

Our Women: A force in waiting

Women in India, though the backbone of its vast agricultural and creative economy, make up a very small portion of the organised workforce which ranks the country at 151 (scale of 156) in the WEF's index on Labor Force participation of women. Deeply entrenched factors like gender discrimination, lack of access to



education and job opportunities, and cultural barriers limit their ability to participate in the economy. Women are the cultural torchbearers of communities, and can have a wider social impact, if better represented in the workforce.

Our Planet and Women: Vulnerable Together

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

So how is the two-headed problem of climate change and gender inequality solved for?

We address these vulnerabilities together, working at the intersection of Equity, Climate, and Gender on Nature Based Solutions, using Innovative Finance.

This builds the Economic Resilience of Communities as a Climate Adaptation measure.

Industree is called upon to help transform India's **creative manufacturing industry*** which is the 2nd largest income provider in India employing ~60 million people - the largest artisanal population worldwide.

Our women are well placed to lead this sector collectively. Women's natural ability to create, collaborate, protect and nurture becomes transformational in the creative economy. These abilities are fundamental in climate change mitigation, disaster reduction and adaptation strategies. These traits also help in developing culture sensitive and nature friendly solutions.

*Creative Manufacturing is where the manufactured goods carry the mark of its maker as creative interventions. All the handicraft and textile traditions of the country fall into the Creative Manufacturing sector.



Creating an organized, inclusive, creative, and climate-positive regenerative ecosystem, with women at the forefront.

Nurturing the Next Regenerative Economy - An inclusive creative economy can transform India into the Next Regenerative Economy. This vast untapped potential for growth and innovation encourages biodiversity, cultural practices and climate action.

Established in 2000, Industree has built an ecosystem that holistically tackles the root causes of poverty by seeding and accelerating women-owned creative enterprises, in 10 states in India and in Ethiopia as well.

Industree's intervention - In over two decades of working, Industree has impacted 500,000 lives by

- Upskilling rural women producers
- Building ownership powered by sustainability
- Integrating them into the global creative economy



industree
with women. for the planet.



Industree's World

Today, Industree has built an ecosystem that is directly impacting creative producers through diverse initiatives, some of which are:

GreenKraft
ektha
KIND Ethiopia

Flourish
Creative Dignity
CoLive (Community Livelihoods Coalition)





Industree's Vision and Mission

Vision: Industree believes that when vulnerable women have access **to an enabling ecosystem to build economic resilience focused on ownership, in nature-based value** chains, they can pursue their futures with dignity, empowered at home and in the community.

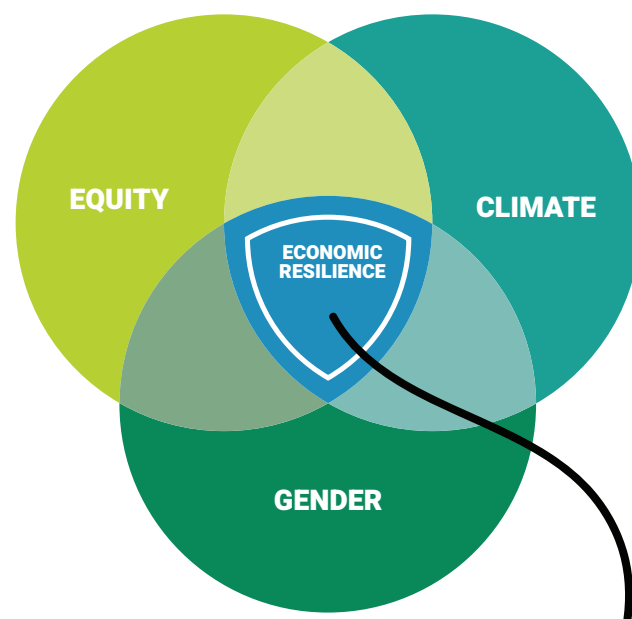
Mission: To scale this ecosystem to reach 3 million Indians by 2030, Industree is committed to raising and channeling **1 Bn USD of Innovative Finance** working with civil society, government, and private sector partnerships, keeping **Equity, Climate, and Gender at the core of its activities.**



Our Focus: ECG and Economic Resilience

Equity

- Social upliftment and improved educational, health and nutritional outcomes
- Access to rights and opportunities, so as to earn decent incomes
- Self-owned and sustainable livelihoods among producers
- Sense of agency and ownership
- Co-creation and value addition



Gender

- Women entrepreneurs - gender equality at workplace and home
- Create a positive, safe, fair and equal working environment with voices heard at workplace and home
- Women community professional management to enable growth
- Digital and financial literacy
- Climbing the ladder of leadership, decision-making and self-reliance



Climate

- Creating a regenerative economy through green supply chains
- Natural fibre-based livelihoods
- Products made from agri-food waste of banana bark, bamboo culms and sal-siali leaves
- Reduction in water footprint during the production process
- Carbon footprint saved due to workplace closer to home and work from home

Economic Resilience

Nature Based Solutions lead to Economic Resilience in Community Climate Adaptation

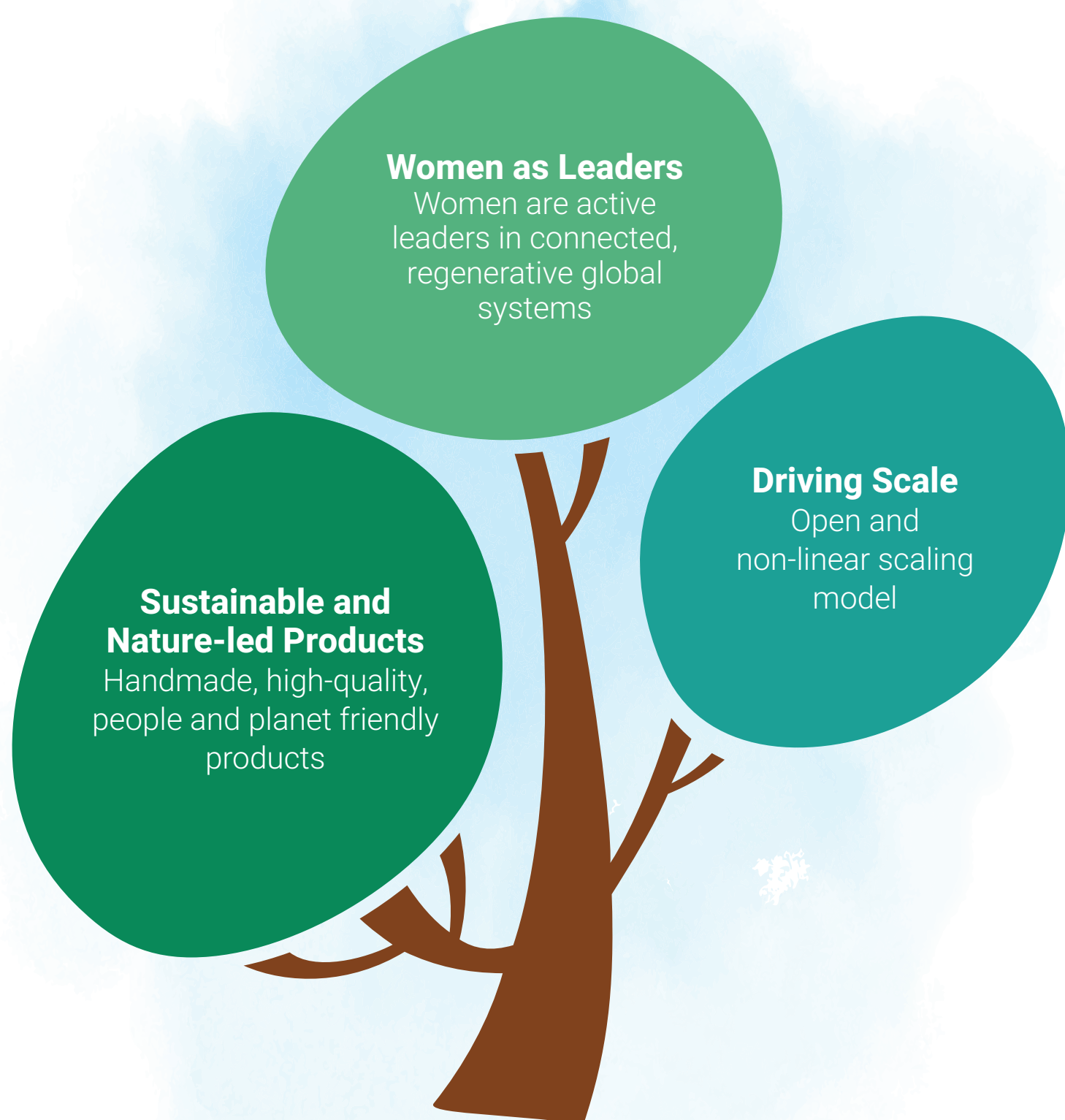
Many of the most vulnerable communities needing Climate Adaptation support can become solution providers. Using Climate Adaptation support, they can build economic resilience by actively sequestering carbon enhancing their sense of agency, going beyond being victims of climate change to being an active part of the solution.





Our Approach: The Tree Effect

Our approach is a way of being: where we believe in the abundant and untapped strength of women as leaders for a brighter planet and a better humanity. We fuel this potential by supporting woman-led enterprises that create high-quality people and planet-friendly products. And we champion their leadership by helping the larger ecosystem scale wide and deep.



FIT: Financial Inclusion and Technology
6Y: You (Producer), your Family, your Work, and your Workmates, your Community, your World, and your Planet
6C: Construct, Capacity, Connect, Capital, Create, & Channel

WIDE (An Open & Non-Linear Model)

Grassroots Movement (Hand Holding @ Scale) - A foundation for all 3M women - Building a grassroots movement of women to run and manage their own enterprises. Directly reaching every one of the 3M women through an 8-day foundational learning course around Gender, 6Y, FIT 3 and 4 (running and managing enterprises), and Climate (regenerative enterprises).

Capacity Building (Broad Hand Holding) - Building leadership - Intended for natural leadership that emerges from the HH@Scale process. A phygital model of capacity building for leaders over 2-3 years. Sharing of best practices (based on the 6C* model) for technical knowledge, support and troubleshooting.

Deep Engagement (Direct Hand Holding) - Scale-up + Model for other enterprises - 100 enterprises developed and supported directly by Industree. Enterprises from the BHH and HH@Scale clusters learn directly from the impact demonstrated by the DHH cluster.

Deep Self-sustainable models, that range from philanthropic support to private capital, expanding a localised, ground-up definition of Innovative Finance. This ensures long-term resourcing for women-owned enterprises, enabling communities to have access to regular work over their working lives.

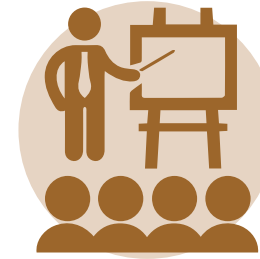
The 6C Model

Central to our overall approach is the 6C model - an enabling ecosystem for producer-owned enterprises to thrive.

This is what helps our communities, their leaders and our collective future 'Flourish Together'.



Construct
Aggregation and infrastructure



Capacity
Training and skill-building



Connect
Digital resources and platform



Capital
Working capital



Create
Design inputs



Channel
Market access



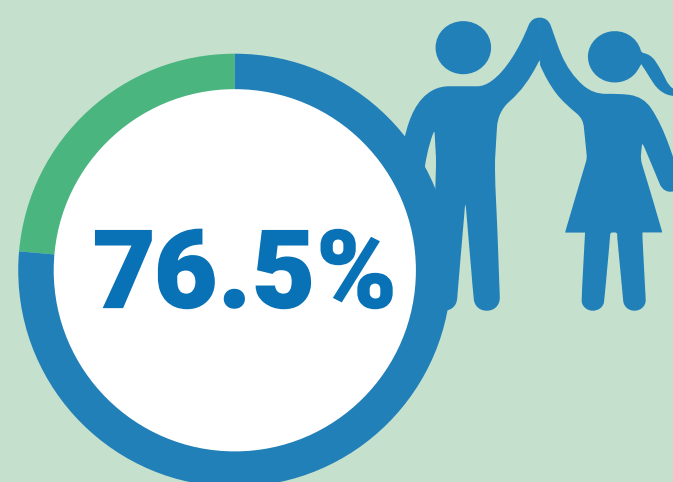
Our Impact

From 'Vulnerable Together' to 'Powerful Together'.



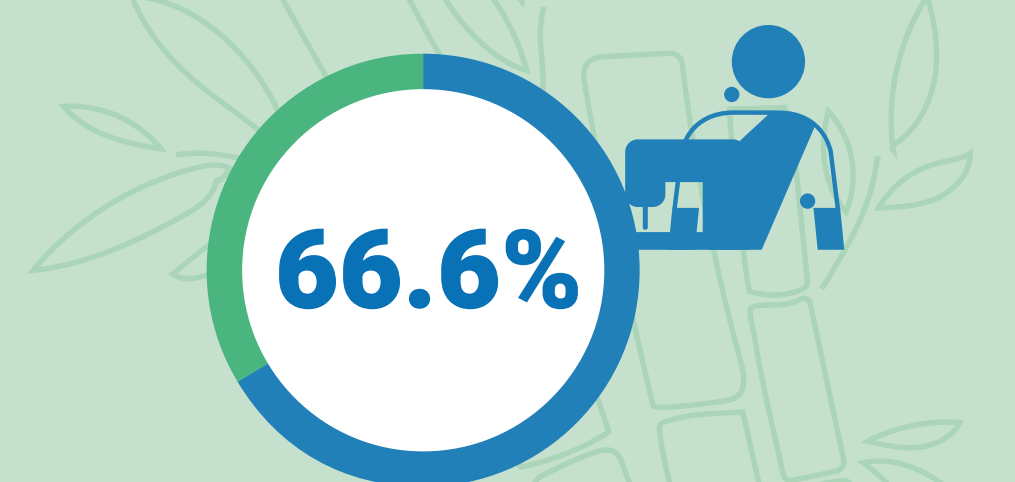
Increased Access

Increased access to productive economic resources like assets, employment, and income



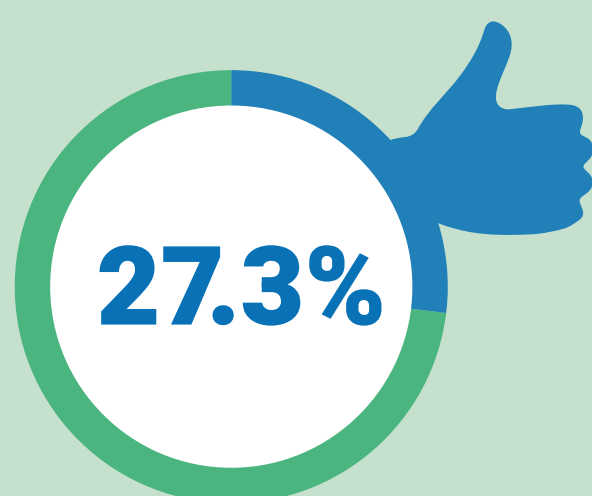
Gender Sensitization

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



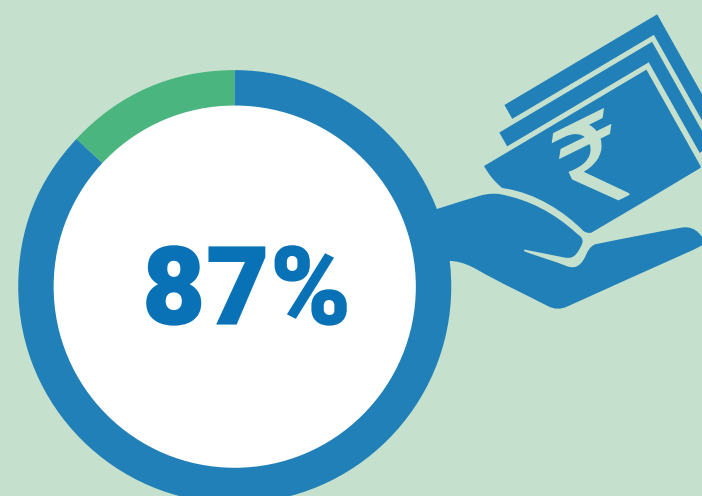
Employment Opportunities

New employment opportunities



Better Employment

Better employment through becoming part of the enterprises



Income

Reported an increase in their income



Soft Skills

Improved soft skills toward enterprise and entrepreneurship development

Our Impact

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35
Producer
Collectives



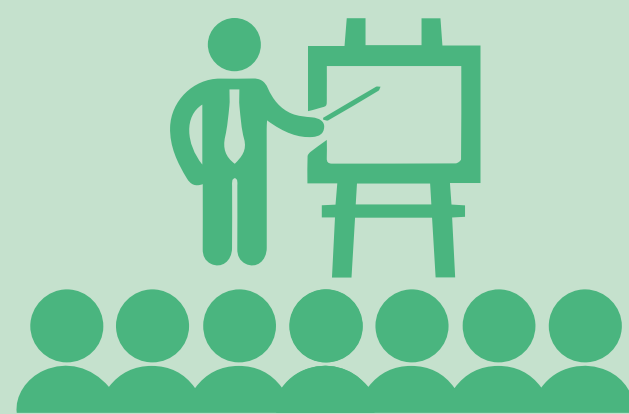
Cumulative Impact
500,000
lives

Cumulative
Market Access

**USD
58 M**



1200
Farmers mobilized and trained
on sustainable bamboo
cultivation and harvest practices



84
Collective Enterprise
Leaders



Impacted
8000
farmers and
producers
directly and

100,000
Bamboo saplings on
650+

Acres of smallholder farmland

680
Micro Enterprise
Leaders

64,000
lives

Contact Us

ADDRESS

Industree Foundation,
Joseph Chemmanur Memorial Hall,
1st Cross, Indira Nagar 1st Stage,
Indira Nagar, Bangalore – 560038




EMAIL

info@industree.org.in

PHONE

+91 80-42035028

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