

# ANNUAL IMPACT REPORT 2021



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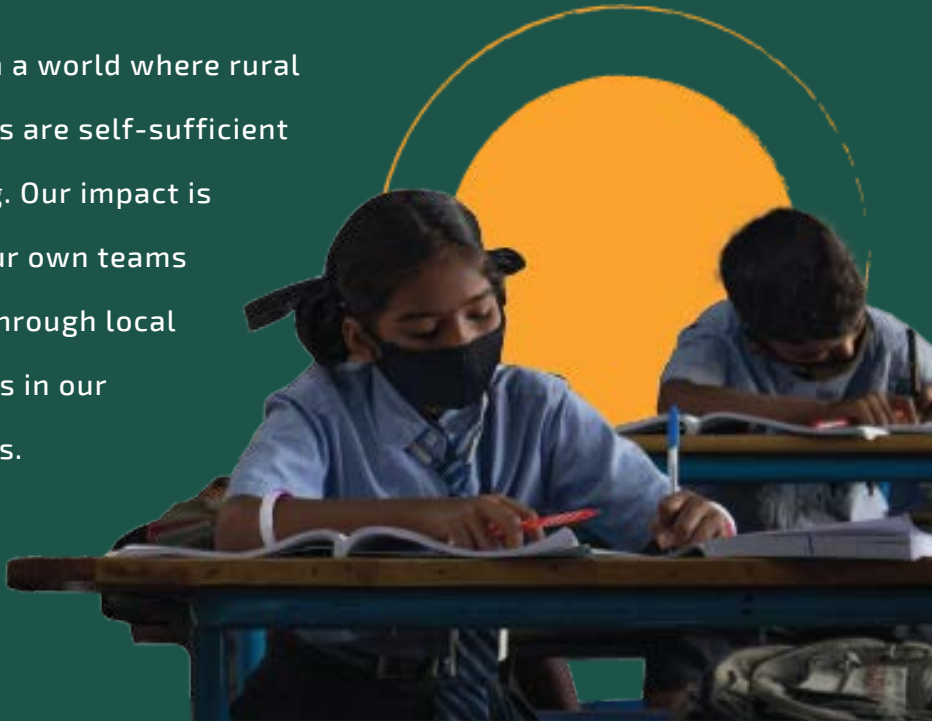
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# ABOUT US

IndiVillage Foundation is a nonprofit organization focused on community development in rural India, with primary interventions in **Healthcare, Education, Gender Empowerment, and Sustainable Livelihoods**. Our mission is to help children and youth in rural India lead better lives, through continued opportunities from Education to Employment.

We envision a world where rural communities are self-sufficient and thriving. Our impact is driven by our own teams as well as through local partnerships in our communities.



# MISSION

*Help children and youth in rural India lead better lives by reaching their full potential.*

# VISION

*A world where rural communities are self-sufficient and thriving.*

# VALUES

*We are empathetic, adaptive, and commitment-driven.*



# HELLO

When IndiVillage Foundation started in early 2020, we were excited and nervous at the same time, for the pandemic had just set in. We were unsure about the consequences that COVID-19 was going to have on our communities, and our mission was to ensure we help build resilience in our teams and in our beneficiaries. The journey thus far has been challenging but full of tremendous learning! We are lucky we could ride this out despite all odds, and the numerous barriers that hindered connectivity with rural India. In the last two years, we have enjoyed most the trust and partnership of our stakeholders. That has been the biggest catalyst for our work. Our well wishers have stood by us and encouraged us forward, which gave us the confidence to believe in what we stand for, and strive forward with our mission to advance rural India from Education to Employment.

Building on the success of the past two years, our focus in the next year will be to build scale with sustainability, expand our current programs to reach more people, and kickstart a few new interventions that we have envisioned for a long time. We will continue to seek inputs from and work closely with all our partners, stakeholders, and beneficiaries for they are our real champions. Depth before scale will serve as the guiding principle across

our organization's work. And our people's health and wellbeing will always be the center of how we do what we do. We look forward to a year of fresh learnings and new friends that will help us create lasting impact across rural India.



**Shreya Sinha**

Associate Director & Managing Trustee



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## HIGHLIGHTS OF 2021

### Inroad into Healthcare

In 2021, we ran different initiatives to help build the resilience of rural communities against COVID-19



### Partnering with GoK

In July and September 2021, we worked with district administrations in Karnataka on a district-wide vaccination campaign and vaccinated over 1 Lakh people across 8 talukas

### Turning Two

December 2021 marked the second year of our journey, and we have grown significantly in size and work over the last two years!



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We Support the Sustainable Development Goals

## OUR STRIDE TOWARDS SUSTAINABLE DEVELOPMENT

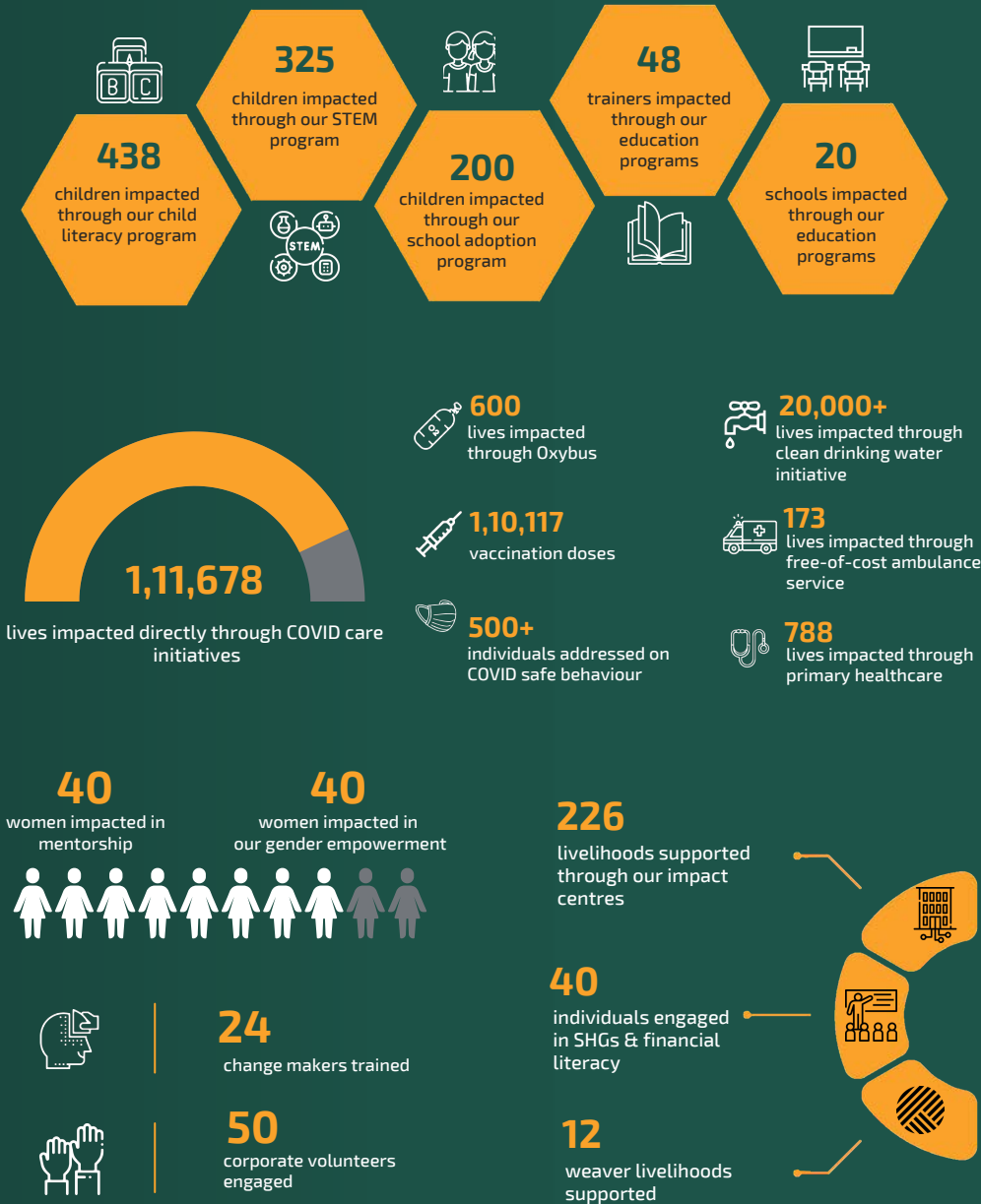
We believe in creating impact that is long-term and sustainable. All our interventions are therefore aligned with the United Nations Sustainable Development Goals and work towards achieving various indicators within its framework.

Every individual, institution, and civil society organization has a responsibility towards the global goals and plays a vital role in their nation's contribution towards advancing them. Our partnerships with our stakeholders are geared towards collectively achieving the UN SDGs in one or more of our core focus areas.

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## IMPACT OVERVIEW '21

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# Advancing rural India **FROM EDUCATION TO EMPLOYMENT**

We believe in the tremendous potential that rural India holds and aim to make it a place where people thrive, without being forced to migrate. The post-pandemic phase in India has widened the urban-rural divide even more than before. Through our interventions and partnerships, we hope to bring attention to developmental gaps long overlooked in rural communities. Our aspiration is to work with multiple stakeholders to create a more powerful and equitable future for rural communities across India, by turning their obstacles into opportunities.





## ADVANCING RURAL INDIA IN

## HEALTHCARE

## Oxybus

With the advent of the second wave of COVID19 came the exponential increase in demand for oxygen, as hospitals and healthcare centers struggled to serve those in need. The demand switched course within days to rural areas as accessibility was a huge challenge there. With our partners Mindtree Foundation, United Way Bengaluru, Mantra4Change, and trackNOW, we serviced over 600 people across 5 districts in Karnataka through our Oxybus initiative. Our Oxybuses were stationed outside triage centers and traveled to remote villages in critical need, and supported local healthcare bodies to address the acute oxygen supply.

600 PATIENTS

In 2021, we concentrated our healthcare efforts on improving rural India's resilience to COVID19. We carefully observed the changing needs of people in the midst of the pandemic and joined hands with like-minded organizations in the sector, who shared their knowledge and expertise with us. This enabled us to work at depth and scale both as we were able to reach maximum people at a time of crises.

## VacciVan

Despite indications that the second wave of COVID19 had started diminishing, the upsurge in cases in rural areas and the low vaccination rates reflected otherwise. Our district-wide campaign VacciVan jointly worked with district administrations in Karnataka, to help the government reach its goal of vaccinating its population. Our VacciVans with teams comprising medical staff and volunteers, traveled to remote villages to reach as many people as we could. In our first campaign in July 2021, we vaccinated over 1.10 Lakh people in Ramnagara district. In our second campaign in September, a significant part of the rural populace had already been vaccinated, but we were able to vaccinate over 6000 people and reach close to 10000 people to address vaccine hesitancy and COVID-safe behavior. We were fortunate to have been supported by sponsors and partners like ACT Grants, United Way Bengaluru, and Namma Clinikk during this project.

110117 VACCINATION DOSES

ADVANCING RURAL INDIA IN

# HEALTHCARE



## Covid-19 Outreach and Awareness

During the COVID19 outbreak, one of the biggest challenges that we observed across geographies was the spread of misinformation, and lack of awareness around appropriate behavior. To address this need at the right time, we partnered with social organisations like YuWaah India and Project StepOne, to conduct door-to-door awareness campaigns and virtual seminars for people in our communities. Through the efforts of our local volunteers who received training, and healthcare specialists, we were able to educate people on the need for vaccinations, and how to prevent getting infected by the virus. This was followed by vaccination camps, where we witnessed an increase in the number of people who came forward to get vaccinated, resulting from a higher conversion rate.

**23 VOLUNTEERS**

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## Free-of-Cost Ambulance Service

According to research, rural districts accounted for 45.4 percent of all COVID19 cases and 50.8 percent of all casualties in April 2021. The criticality in rural districts exceeded urban districts with respect to COVID19 cases and deaths by May 2021 due to the lack of accessibility to quality healthcare. We launched our first free-of-cost ambulance service in our region in Andhra Pradesh, to reduce the burden on the local healthcare infrastructure and make healthcare services more accessible to people affected by COVID19. This service runs till date and will soon transform into a mobile clinic that will service 18 villages in our region with primary healthcare.

**175 PATIENTS**

"I am Bhaskar and I shifted to Yemmiganur to complete my graduation. After working on indoor stadium maintenance and as a driver for rental cars, I now work with the IndiVillage Foundation. I like to serve people in the community, those who are the needy. I'm happy I'm doing that in this way."

—BHASKAR, OUR AMBULANCE DRIVER, YEMMIGANUR

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ADVANCING RURAL INDIA IN

# EDUCATION

Our approach to education last year was focused on *continuity in learning*. Our programs were delivered in hybrid model, to eliminate access barriers for every single child. We maintain that age-appropriate interventions in children's development has a lasting impact on them and gets them ready for future success and independent learning.



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## Storytelling Saturday

We believe that one of the most robust and resourceful education mediums for children is storytelling. With COVID19 posing as the biggest threat to learning, we focused our energies on keeping children engaged. We devised a format that was easy and digestible for them and their parents, and overcame tech barriers and other challenges through the support of our partners schools. The program was successfully able to scale with more schools joining our ecosystem.

**438 CHILDREN**

ADVANCING RURAL INDIA IN  
**EDUCATION**

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**Tech Her Forward**

In an effort to close the gender gap in technology, by developing a capable female workforce in the future through computer science education, we began our Tech Her Forward program in 2019, in partnership with US-based NGO Girls Who Code. Today, this program offers computer science education, 21st-century skills training, and a strong focus on career guidance for young girls in rural India. We went from training 50 girls in the first cohort, to 325 girls in the second cohort of the program. Our aim is to multiply rapidly in rural areas so that more women and girls see the field of technology as a viable career path to pursue their interests.

**325 GIRLS****School Adoption Program**

Our School Adoption Program is an initiative for us to support rural unaided schools to meet their promise of quality education to their children. Through this intervention, we bring innovative teacher training, better school leadership, and other pedagogical and infrastructural inputs to transform education in rural India. Our current intervention school has over 200 children enrolled in it. This is also a great way for us to deepen our engagement with the student, teacher, and parent community, all of whom form a part of the child's learning cycle.

**200 CHILDREN**

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"In this pandemic time where children don't have any access to education, I am so happy to see IndiVillage Foundation initiating the Storytelling Saturday program in virtual mode. Children can get engaged and learn in a fun and insightful way through this program. Happy to be a part of it."

– BENEFICIARY PARENT, STORYTELLING SATURDAY



## ADVANCING RURAL INDIA IN GENDER EMPOWERMENT

For the last two years, we have been working on building capacity in and empowering the women workforce in our impact centres. This has taken various forms like the #she4she mentorship program, gender-based discussion groups and so on. Such experiences help us tap the inner potential of working women in rural India and nudge them to prioritise themselves.



### Gender Reflection Circles

Our program Gender Reflection Circles strives to foster a community of empowered women by offering them a safe space, to exchange and engage in thought-provoking discussions and develop future abilities. In these discursive and experiential sessions, women in rural India introspect topics like patriarchy, sexism, and childhood for the first time in their lives. Close to forty women from our community meet in smaller circles every month to dialogue, inspire, and support each other as they navigate their way through personal and professional and challenges.

### 40 WOMEN

### Women Mentorship Program

Our Women Mentorship Program provides context-based one-on-one mentorship support to working women in rural India by leveraging the professional expertise and knowledge of women working in corporate firms. By linking experienced women executives from urban areas with women employees at our impact centers for a 6-month period, we bridge the gap in knowledge and experience among working women and foster the idea of equality across urban and rural India.

### 40 PARTICIPANTS



This woman mentorship program is very useful and helpful for my present and my future career in developing my knowledge and skills – these can help me to identify the skills and expertise that I need to succeed.

- K. KEERTHI (BENEFICIARY, WOMEN MENTORSHIP PROGRAM)



## ADVANCING RURAL INDIA IN LIVELIHOODS

In 2021, our livelihoods vertical's goal was to help income earners become financially literate and aware, especially at a time like the pandemic. While continuing to provide employment and skilling to the youth, we also explored ways of engaging women in self employment. Financial independence is key to reducing the scars that COVID19 has left on so many families. Through our recently launched Self Help Groups, we promoted inclusive and sustainable economic growth in rural India.



### Impact Centres

Through a unique model called *Impact Sourcing*, our impact centres bring tech-enabled, 21st-century jobs, to educated and ambitious youth in rural India. Our aim is to fuel these ambitions through learning opportunities, that have an indirect impact on their work and work skills. To enrich this rural workforce's capabilities, we bring masterclasses, professional training, wellbeing initiatives, and mentoring closer to them. Over the next two years, our impact centres will witness rapid expansion as we gear up to spread our footprint to other parts of the country.

**300 PEOPLE**

## ADVANCE RURAL INDIA IN LIVELIHOODS

### SELF HELP GROUPS

Last year, we launched our first Self Help Group in Andhra Pradesh. The objective of this intervention is to go beyond income generation and equip livelihood earners in rural India with the knowledge and skills needed for better financial decisions. It also provides them easy access to microcredit, and information on relevant government schemes they can benefit from. Through partnerships with organizations like MYRADA and financial literacy experts, we are able to educate and build capacity of the people who are part of these groups.

### 2 SELF HELP GROUPS







## ADVANCING RURAL INDIA IN PARTNERSHIPS FOR THE GOALS

All hands must be on deck to achieve the 2030 Agenda for Sustainable Development. To achieve our intended impact in rural India, we recognise the importance of multi-stakeholder partnerships in like-minded areas. Social, institutional, individual, and corporate partnerships all aid in the realisation of our vision and contribute significantly to our program goals. Our Urban Initiatives assist us in bridging the urban-rural divide and facilitating closer relationships between those who want to make a difference in the world in their own unique way.

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### Social Internship Program

By engaging conscientious individuals who are passionate about building a career for themselves in the social sector, the Social Internship Program allows us to make a dent towards talent development for the sector in a significant way. We cross paths with skilled professionals and students from institutions like Teach For India, Azim Premji University, Lady Sriram College, and train them through real-time projects and guided frameworks.

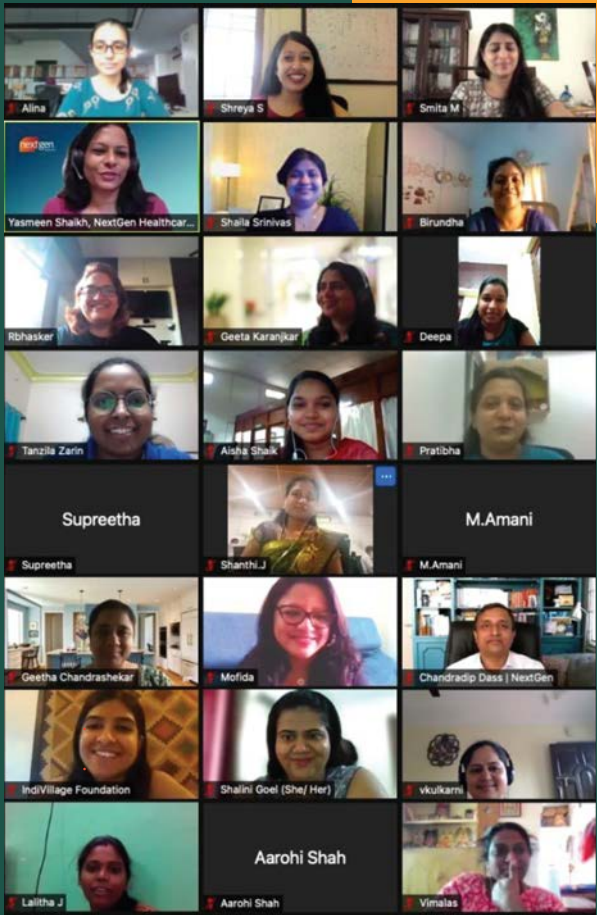
These individuals are at an early stage in their careers in the social sector, but are keen on learning and contributing to solving challenges. We have enjoyed training 30 young aspirants so far in our journey. The program serves as a learning exchange between our team and the participants.

### 24 CHANGEMAKERS





## ADVANCING RURAL INDIA IN PARTNERSHIPS FOR THE GOALS



### Corporate Engagement Program

Over the last year, we have worked in partnership with corporate professionals through their employee engagement programs, in one or more of our intervention areas. These individuals have played a remarkable role in the lives of our beneficiaries, and in shaping the achievements of our organization. The coming year will see many more such partnerships flourish between IndiVillage Foundation and the private sector, as we collaboratively work towards advancing rural India from Education to Employment.

### 68 CORPORATE VOLUNTEERS

### Samvāda: Dialogue for Impact

Taking a shift from its erstwhile format of in-person dialogue and exchange, Samvāda: Dialogue for Impact will kick off its first-ever regional roundtable soon, to activate hyperlocal action at our regional districts, in Andhra Pradesh and Karnataka. After a long pause, we are back with a hybrid model of virtual panels and offline discussions, all geared towards attaining sustainable action and partnership for the goals.

### 50 SPEAKERS 100 ORGANISATIONS



"It gives (me) a great feeling of satisfaction and a sense of pride working with these bright young people (in the impact centres). and being able to help them evolve as leaders."

– MC THOMAS | MD, TATA STEEL MINING

# OUR PARTNERS



PRATHAM BOOKS



GENERATION  
UNLIMITED



TEACHFORINDIA



ISB



The new year will be an exciting one for us as we expand our ongoing interventions and introduce a few new initiatives in our communities. In 2022, we hope to launch **Ekeekrit**, our community learning centre to help children in government schools stay enrolled in education. We hope to take our **Career-Guidance Mentorship Program** for adolescent girls to other regions in the country. Furthering our mission on 'beyond income generation' under livelihoods, we will be working with the community to bridge the access gap in **social entitlements and welfare schemes**. And lastly, our endeavour to bring **entrepreneurial development for women** in rural areas will be an area of focus. Aside from this, we also look forward to seeing our healthcare vertical grow, with deeper solutions for the community that takes them from **illness to wellness**.

## Rural Women Microentrepreneurship



'Ekeekrit' Community  
Learning Center



## CONNECT

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## COLLABORATE

Would you like to get involved in any of our initiatives?

Visit our website: [indivillagefoundation.org](http://indivillagefoundation.org)

## CONTRIBUTE

We are always thankful for your donations to support our work.

Reach out to us on [impact@indivillage.com](mailto:impact@indivillage.com)

# HELP MAKE A CHANGE