Plustrust Updates

October 2025 - March 2026



Celebrating

16 Years of Plustrust

A Message from the Founder



Greetings, dear friends and well-wishers!

As I write this message, I realise I have never done this before! For me this signifies a maturing, a coming-of-age moment perhaps.

With all your support, guidance and feedback, Plustrust has grown steadily over the years from a tentative start in 2010. In the last five years our commitment to rural women change makers has grown and we take this moment to celebrate their achievements!

We see the path ahead clearly…and seeds of change are growing and spreading. Based on the foundation of direct work with changemakers, we are developing networks to support micro- incubation for different themes and issues . We have launched the first Jan Sehat Kendra for innovation in health and well-being. We plan to adapt this for microincubation on other themes including digital skills, education and climate resilience. We hope to share the experience we have gained in offering microincubation, so that it spreads and becomes a movement across rural communities.

It has been a tough and challenging year for team members, individually and professionally. I applaud the them for their resilience and commitment through the highs and lows.

I invite you to stay with us, support us with your inputs, donations, mentoring, connections, critique and encouragement as always.

Sincere gratitude,

Lalitha Iyer
Managing trustee, Plustrust



Way Forward - Building Ecosystems with Collaborations

As we step into the next phase of our journey, it is important to pause, reflect, and realign with our purpose and vision. Over the past few months, our strategic planning has been an ongoing exercise shaped by conversations with the people at the heart of Plustrust's programs. We engaged with stakeholders to gather feedback on our strengths, areas for improvement, and the way forward. These insights helped ground our thinking in the realities of the communities and partners we work with. This process culminated in a team-wide strategic meet in Udaipur, where we reflected, shared, and charted a path ahead.

Ms. Rukmini Datta, who had earlier supported Plustrust's strategy review in 2020, joined Co-Founder Ms. Smriti Kedia and Managing Trustee Dr. Lalitha Iyer, bringing continuity to the planning and execution process.

A key direction that emerged is the need to build a supportive ecosystem for rural entrepreneurs to grow from a project level to a micro-enterprise. We aspire to expand the pool of rural women changemakers while consolidating what we have already built. This includes increasing the number of cohorts and entering regions where our programs can support women to dream, plan, and build sustainable livelihoods.



Another important focus area is building strong local changemaker networks that can support financial sustainability and deepen community presence. Just as it takes a village to raise a child, it takes a network for an enterprise to grow and sustain itself. We aim to work closely with partner organisations to ensure smoother transitions after the completion of their pilot projects. To help them scale from 10 to 100, we will partner with incubation specialists who can provide the tools, refined products and services, and local connections needed to grow their work. Strengthening linkages at the block and district level will be key to this effort.

We also see a strong need to bridge local changemakers with the larger ecosystem. By connecting them with external partners and organisations working in similar domains, we hope to create more opportunities for collaboration, learning, and growth, giving them access to wider networks and resources.

As we move into this next phase, a key organisational decision was the appointment of *Priya Anantharaman* as Program Director, bringing experienced leadership to guide the journey ahead.



Team Capacity Building

As part of our capacity building efforts, the team engaged in learning spaces that strengthened both strategic and programmatic thinking.

Lalitha and Priya attended a workshop on true cost computation, facilitated by Mr. Ravi Bagaria and Ms. Ritu Jain from Aria CFO Services, along with Mr. Shashank Rastogi from The Bridgespan Group. The session emphasised the importance of accurately classifying costs to understand the true cost of programs, bringing greater clarity and transparency to how we present our work and financials to partners and supporters.

Disha attended a five-day workshop organised by Pravah, called the Big Ticket, which brought together participants from Maharashtra, Odisha, Jharkhand, Delhi, Madhya Pradesh, Uttar Pradesh, and Haryana. The workshop focused on instructional design and facilitation, offering a deep and reflective learning experience for practitioners working across themes such as youth, education, livelihoods, gender, climate, and health. This exposure will strengthen how we design and deliver our own learning and engagement spaces.



6 - Month Snapshot : Scaling Health, Livelihoods & Learning

During this period, Plustrust continued to strengthen its work across health, livelihoods, and learning through key initiatives, partnerships, and on-ground engagements.

The Oral Cancer Screening Pilot was initiated in partnership with Atom 360's BerryCare app, with Community Health Entrepreneurs encouraging early screening and guiding high-risk individuals toward further diagnosis and teleconsultation.

In November, a significant milestone was reached with the convocation of 32 Community Health Entrepreneurs trained under the Tech Mahindra Foundation, with guidance from Dr. Nidhi Kewalramani and Dr. Shraddha Tendulkar. The ceremony was graced by Mr. Chetan Kapoor, CEO of Tech Mahindra Foundation, who motivated the graduating batch as they stepped into their roles as grassroots healthcare providers. Building on this momentum, the first Jansehat Kendra was launched in Koyal, Ujjain, creating a consistent point of access to healthcare through periodic visits by a general physician and a gynaecologist.

On the livelihoods front, Plustrust added new partnerships in the craft sector with The Handloom School, Maheshwar, and the Royal Enfield Himalayan Hub in Theog, Himachal Pradesh. Plustrust also participated in discussions around the Open Network for Health, initiated by Ms. Sudha Srinivasan from Collective Good, bringing together NGOs, technology providers, and device manufacturers to explore collaborative approaches to strengthening healthcare access through the CHE network.



Community engagement and learning remained central throughout this period. In October, Daan Utsav was marked through online sessions on mobile applications and photography, alongside a health session led by Dr. Ashoojit Kaur Anand covering menstrual health, PCOS, and menopause. A panel discussion was also organised on International Rural Women's Day, with anchor network members Tanya, Shaila, Pramila, and Nitu as panelists, focusing on social entrepreneurship.

The period also included multiple workshops and trainings, including Vitor kit sessions, RWE workshops, and a mix of online and offline learning programmes. An entrepreneurial mindset workshop held in collaboration with AAS in Indore engaged 25 participants in exploring business ideas, costing, and planning. Priyanshi from Team Plustrust was also invited as a panelist at a session on building living, breathing, and adaptive organisations, organised by Vartaleap in November.



Riya Haldar, CHE Coordinataor, Ratlam, represented Plustrust at a national event in Mumbai titled "Towards Better Agency for Women in Urban India," organised by Samyak with HSBC

March brought this year to a close with moments of pride and recognition. Riya Halder, a CHE Coordinator, represented Plustrust at a national event in Mumbai titled "Towards Better Agency for Women in Urban India," organised by Samyak with HSBC. Alongside fellow coordinators Babita and Mithu, she visited the Tech Mahindra Foundation Skill Academy and interacted with longtime Plustrust supporter Mr. Nimesh Sumati from Caring Friends. The visit also included a stop at Sunday Friends in Sion Hospital. These exposure visits brought renewed enthusiasm and a shared sense of purpose.

Overall, these months reflect steady and meaningful progress, driven by community-led efforts, strengthened partnerships, and a continued focus on building access, skills, and opportunity at the grassroots.



Rural Women Entrepreneur Fellowship Activities

This financial year, out of 18 trained anchors, 12 facilitated workshops in their respective regions. These efforts led to:

533	219	9	62
Applications Received	Workshop Participants	Workshops Held	Fellowships Launched

Fellowship Categories

Of the 62 fellowships supported this year, three primary categories emerged. Education and Skill Development Centres (Tailoring) were the largest cohorts, together reflecting Plustrust's core commitment to livelihood-building and skill development. The remaining fellowships spanned organic farming, mushroom cultivation, animal husbandry, art and craft, beauty services, computer skills and career guidance.

Category	Fellows	Average Additional Monthly Earning	Nature of work
Education	19	₹2,867	Tuition / learning for children in the community
Skill Development (Tailoring)	17	₹2,265	Skill training for girls — developing a micro-enterprise unit
Others (Organic Farming, Craft,etc.)	26	₹3,229	Diverse livelihoods including mushroom cultivation, animal husbandry, beauty services,

Continuation & Income Generation

94% of alumni from the 2025-26 batch are continuing their chosen projects, earning an average additional income of ₹3,000 per month, with some fellows earning up to ₹12,000 per month. Continuation of the fellowship is one indicator of success. In addition, Plustrust measures impact across three dimensions: the fellow's own growth, the viability of her enterprise, and her impact on her community.

Developing Entrepreneurship among Fellows

Plustrust tracks the personal transformation of each fellow through the Entrepreneurial Mindset Profile (EMP) and P3 assessment. Fellows are assessed at baseline (fellowship start) and endline (fellowship completion). Fellows reported major improvements in achievement orientation, self confidence and Idea generation. These dimensions are foundational to sustaining any enterprise in a rural context. These numbers reflect not just what fellows built, but who they became in the process.

Community-Level Impact

Fellows reached beyond themselves. Education fellows collectively taught children in their villages, increasing access to learning in areas with limited school infrastructure. Through their work, they were able to touch the lives of over thousand children struggling to absorb the basics of education. Similarly, the tailoring centres could bring together over 500 adolescent girls and provide them with life skills as well as livelihood skills. This was achieved through community awareness and fellow- led health and women's rights sessions.

Fellow Story



In Nagda, Chand Kunwar transformed a small coaching space into a thriving digital classroom over the course of her six-month fellowship. Through creative activities and consistent community outreach, she made learning engaging, improved attendance, and earned the trust of parents and students alike.

Over time, her classroom grew more structured and impactful. Simplified notes, visual aids, flowcharts, and hands-on teaching methods helped students grasp computer concepts with greater ease and confidence — and gave Chand a steady monthly income of ₹6,000–₹8,000.

Her commitment didn't end with the fellowship. Though she has paused classes for two months during exam season, she is already planning to expand her setup with more computer systems. Her bigger dream: to teach women in the community and use education as a tool for empowerment.

Watch the Journey

Fellow Story



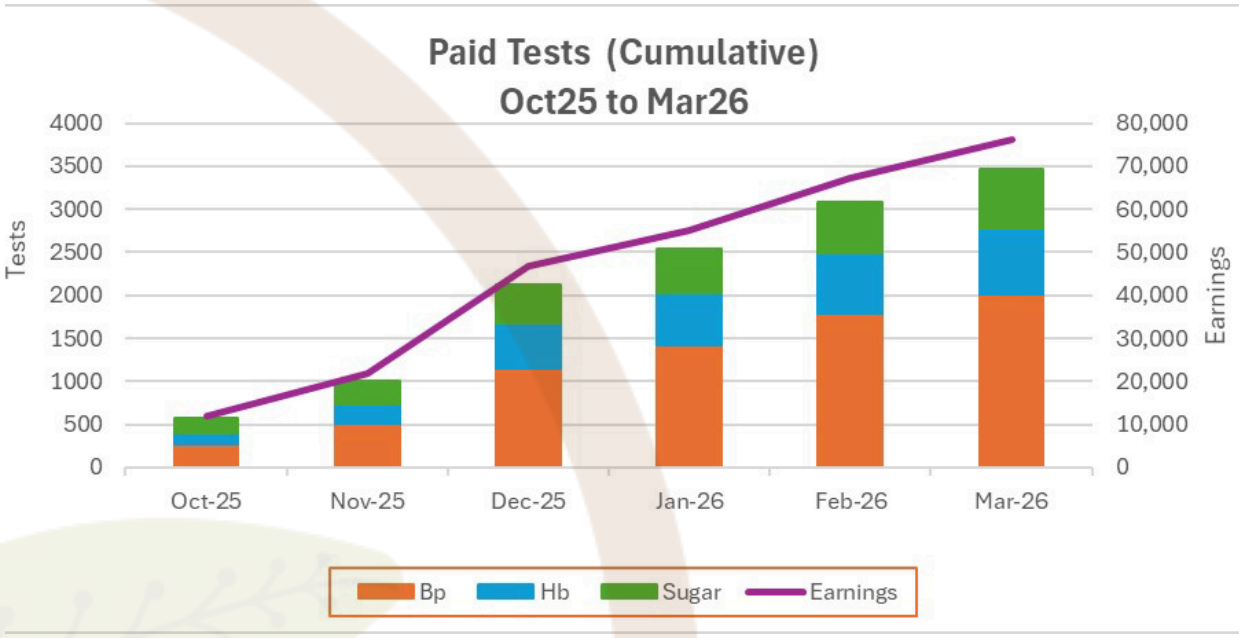
Bulbul's journey is one of patience, courage, and continuous learning. Before the RWE Fellowship, she was already training in bulb making. The fellowship gave her the platform and confidence to turn that skill into a meaningful livelihood.

During the fellowship, she began making LED bulbs and teaching nearby girls, creating shared income opportunities. She visited villages, schools, and shops to find customers. When buyers questioned her product's quality or offered too little, she didn't back down. Instead, she improved her products, learned to repair faulty bulbs, and reduced waste in the process. Over time, she moved from small sales to handling bulk orders with confidence and responsibility.

After completing the fellowship, Bulbul continued with the same dedication. A brief pause for her marriage did not slow her down for long. She restarted with renewed energy and is now working toward opening her own LED bulb shop in Indore, buildinga trusted brand that brings light, livelihood, and a renewed sense of confidence to her community.

Watch the Journey

Jansehat Community Health Entrepreneur Program



We launched our first Jansehat Kendra in Koyal, Ujjain, creating a consistent point of access to healthcare through periodic visits by a general physician and a gynecologist. In December, a health camp at the kendra, organised in collaboration with the Aloka Vision Programme, served over 140 patients through vision testing, basic diagnostics, and doctor consultations.

In January, our outreach expanded further. A health camp in Ratlam reached 79 community members, including 37 children, and was led by five CHEs, generating ₹1,850 in income. Around the same time, in Bihar, a camp conducted at 29 Bihar BN NCC in Patna screened over 200 cadets and officers for BP, blood sugar, hemoglobin, and oral cancer, demonstrating the growing reach and initiative of CHEs across regions.

Between October 2025 and March 2026, the Community Health Entrepreneur program continued to demonstrate steady on-ground impact. A total of 3,530 diagnostic tests were conducted, including 2012 BP tests, 765 hemoglobin tests, 685 blood sugar tests, and 68 blood group tests. The program maintained consistent engagement with an average of 10 active CHEs. During this period, CHEs collectively generated a total income of ₹76,910, reflecting both sustained community outreach and growing livelihood opportunities through the program.

Digishala

In February, Plustrust organised a four-day residential **Digishala** workshop with craft artisans in Maheshwar and Theog, Himachal Pradesh, in collaboration with The Handloom School and the Himalayan Hub, part of Royal Enfield Social Mission. The sessions focused on the practical use of digital tools, including photography, videography, and social media, to improve outreach and visibility. **Altogether, 19 student participants from Maheshwar and 11 members from different organisations at the Himalayan Hub took part, representing states such as Assam, Ladakh, and Kashmir.**



Young craft artisans practice foundational photography techniques during a Digishala session at the Royal Enfield Himalayan Hub, Theog (H.P)

Building on this, weekly online sessions are now being conducted in collaboration with **Creative Dignity**, continuing to support artisans in strengthening their digital presence and connecting with wider audiences.

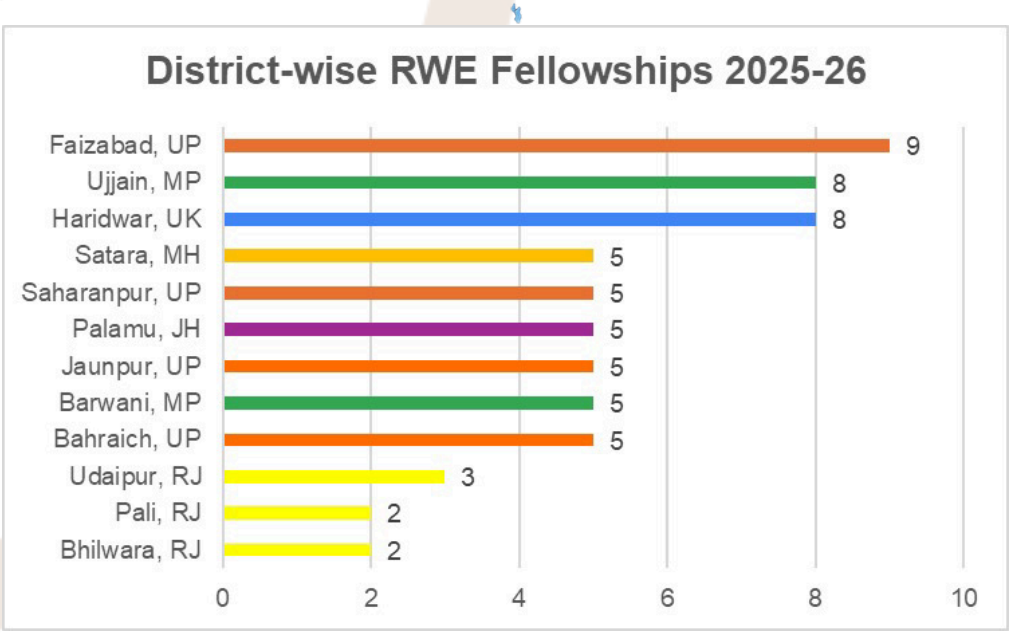
Geographic Outreach



Our geographic outreach spans

- **Bihar (CHE)**
- **Madhya Pradesh**
- **Uttar Pradesh**
- **Rajasthan**
- **Uttarakhand**
- **Jharkhand**
- **Maharashtra**

reflecting a growing presence across regions where our programs engage with communities on health, education, and livelihoods.



Plustrust anchors and fellows are currently active over 12 districts in 7 states.

Acknowledgements

Grassroot Partners and Collaborators

- Awadh People Forum
- Coral Tree Foundation
- Disha Sansthan
- Doab Inclusive
- Gramroots Collective
- Jeevan Dhara
- Mera Gaon Meri Duniya
- Neergram Foundation
- PANS India
- Samanta Foundation
- Samaveshak Samajik Vikas Sanstha
- Sarju Foundation
- Teach for Green

Acknowledgements

Mentors

- Aloka Vision Foundation
- Dr. Ashoojit Kaur Anand
- Dr. Chetan Kapoor, CEO, Tech Mahindra Foundation
- Dr. Nidhi Kewalramani – Tech Mahindra Foundation
- Dr. Shraddha Tendulkar – Tech Mahindra Foundation
- Ms. Khyati Amit Singh
- Ms. Manisha Dutta, Project Lead CHE, Samyak
- Mr. Raghavendra Prasad T S, Founder and Trustee - Project StepOne
- Mr. Rahul Singh, Associate NCC Officer
- Ms. Rizma Banu, Atom360
- Ms. Rukmani Dutta
- Ms. Savi Sharma - Agco Corp
- Ms. Sudha Srinivasan, Practice Head, Samyak
- Ms. Vandana Tilak - Founder, Jupiter 360
- Ms. Varsha Shridhar, Director & Co-founder, Molecular Solutions Care Health
- Mr. Vikram Rai, Vitor Health

Gratitude



The morning of March 13th wasn’t just another Friday for our Community Health Entrepreneurs (CHEs). For most of them, it was their first time ever stepping into the organized chaos of Mumbai. They weren't there for a vacation; they were there to meet Mr. Nimesh Sumati—a man who has quietly stood behind our work year after year, supporting our mission with a consistency that feels more like family than "donor" relations.

We started at Gurukripa. Over plates of their famous samosas, the air wasn't filled with formal reports but with stories. Nimesh sir didn't just buy us breakfast; he gave us a lesson in the very thing our CHEs are named for: entrepreneurship. He traced the history of how a simple vendor turned a snack into a local institution, explaining the grit it takes to build a brand from the ground up and the logic behind how they fix their rates.

But the lesson in "business" took a sharp turn toward "heart" on the way to Sion. Nimesh sir pointed out a local Vada Pav seller who lives with his wife in one of Mumbai's tiny, cramped rooms. Despite his own struggle, this man sells Vada Pav for just 5 rupees to students and gives it away for free to anyone who can’t pay. For our CHEs—who are building their own community-based health businesses—this was a profound realization: To be a true entrepreneur is to be a vital point of support for the community.

The momentum carried us into Sion Hospital. There, we joined the SUNDAY Friends CSR team. It was a raw, humane experience. Our CHEs shifted from observers to volunteers, rolling up their sleeves to serve food to the hungry. It was a reminder that while medicine heals the body, kindness sustains the soul.

We wrapped up the day at the Tech Mahindra SMART Academy for Healthcare. Jessy Ma'am took us under her wing, leading a tour that felt like a glimpse into the future. For the CHEs, seeing the technology and the scale of professional healthcare training was a "lightbulb" moment. They stopped looking at their work as just a local job and started seeing the various things they can learn and achieve in this world.

By the time the sun set, the CHEs weren't just tired travelers; they were changed. They came to Mumbai to see a donor, but through Nimesh bhai's eyes and the hospitality of everyone we met, they saw exactly what they are capable of becoming.

Thank you, Nimesh sir, for a day that was less about business and entirely about soul.





Plustrust Supporters

We gratefully acknowledge the contributions that have been instrumental in the progress we have made in the last two quarters. We hope to receive your continued support.

- **Ms. Anuradha Ramesh, Sacred Path Foundation**
- **Ms Lakshmi Radhakrishnan**
- **Mr. Nimesh Sumati, Optimum Stock Trading Co.**
- **Mr. Pradeep Kumar P**
- **Mr. Satish Chander**
- **Dr. Suchitra Chander**
- **Mr. Sravan Kumar P**
- **Ms Vandana Tilak, Jupiter360**
- **Ms Vidya Murali**

And all individual donors

Scan this QR

Provide.
Connect.
Donate.

(Tap)

Photo Gallery











PLUSTRUST

Follow us on Instagram

Follow us on LinkedIn