



Plustrust

NEWSLETTER

SEPTEMBER 2023 - AUGUST 2024



YEARLY UPDATES



OUR JOURNEY SO FAR



HIGHLIGHTS



STRENGTHENING OUR INITIATIVES



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ALUMNI ENGAGEMENT



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OUR JOURNEY SO FAR

We framed our mission to build an ecosystem to inspire and nurture women changemakers in 2020 and the impact is now emerging clearly.

Since then, we have stepped up our efforts and supported 223 young women through our microincubation fellowships. Sensing the need for a range of activities, especially after COVID, we now offer fellowships focussed on education, skill development, and healthcare.

From September 2020 till August 2024, we have worked with 122 Rural Women Edupreneur (RWE), 35 Return To Roots (RTR), 57 Community Health Entrepreneur (CHE), 7 Coaching and 2 Changemaker fellowships.

The direct impact is that 55% of our fellows continue their work beyond fellowship period. Our program could touch Adivasi and Tribal communities like Baigas (Mandla), Koruku (Khandwa), Van Gujjar (Uttarakhand) and Gomantar /Denotified tribes (Satara).

We are particularly proud to see two women emerge as anchors four women emerge as CHE coordinators, thereby building capacity to mentor the next generation of fellows.

We hope to offer 500 of these fellowships in coming three years, to reach remote geographies.



PERFORMANCE HIGHLIGHTS

The past year at Plustrust was significant for organizational growth and the empowerment of our fellows. With a stronger team and enhanced skill sets, we have taken big strides towards strengthening internal roles, improving goal setting, and creating a deeper impact.

We conducted five workshops for **144** women and identified **72** for fellowships. Through two training sessions for CHE selection offered a glimpse of new possibilities to **55** women from the rural community.

The **72** fellowships offered from September 2023 to August 2024 included **55** Rural Women Edupreneur Fellowships, **2** Return to Roots Fellowships, and **15** Community Health Entrepreneur Fellowships (*60 fellowships were offered from September 2022 to August 2023*).

RWE fellows incorporated innovative techniques to encourage learning and reached 3500 children. CHEs offered doorstep healthcare diagnostics for more than 7000 people in the rural community, ensuring an increase in income for all **72** fellows.

Centre For Healthcare, IIM UDAIPUR, conducted a study on "Impact Measurement of Plustrust Fellowships" to assess the impact of the fellowship and provide feedback from the community and their recommendations.



STRENGTHENING OUR INITIATIVES

JANSEHAT - THE COMPREHENSIVE CHE MODEL WITH EYECARE

40 women from rural communities were trained in the basics of health care in Bihar and Madhya Pradesh, and CHE fellowships offered to **15** of them. They learned medical modules and practiced diagnostic testing among themselves and gained confidence. They now go to households to offer diagnostics and facilitate online teleconsultation through health camps in rural remote areas.. During the last 12 months, our CHEs have completed more than 6500 tests and facilitated more than **120** online teleconsultations.



In addition to the advanced diagnostic tests like Thyroid, dengue, malaria, etc. included in the comprehensive CHE model, Plustrust partnered with the Aloka Vision program by the Zeiss Foundation to equip local youth and CHE with the skills required for vision testing. The Aloka teams offered comprehensive eye testing camps in both the CHE locations. In addition, they trained around 33 youths in Nagda (MP) Including 7 CHEs and around 30 youths and CHE in Muzaffarpur, Bihar. 21 people have received prescription glasses after testing by the optometrists.



STREEVIKAS FELLOWSHIPS

The Fair Trade Forum India (FTF-I) launched the STREE Vikas Fellowship Program in September 2023 adapting the Plustrust model. The first cohort of 20 emerging women artisans' leaders from across India attended two five-day contact workshops, besides online sessions, and completed two application projects. In the process, they strengthened their entrepreneurial and leadership skills. With a focus on experiential learning and design thinking, the program helped the women improve their confidence and their ability to lead artisan-based projects.

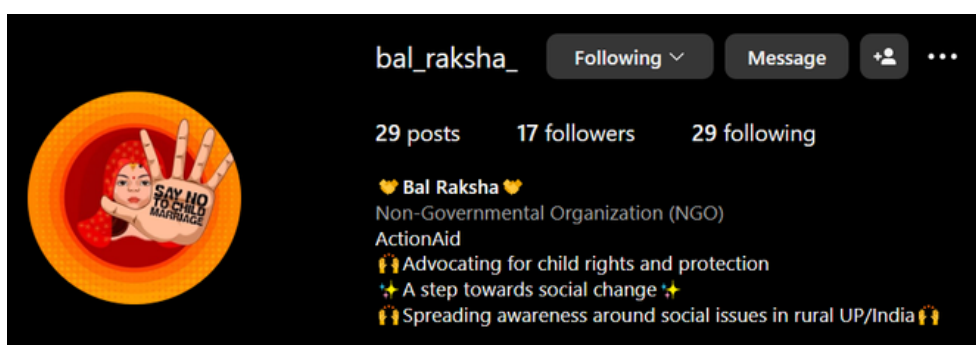
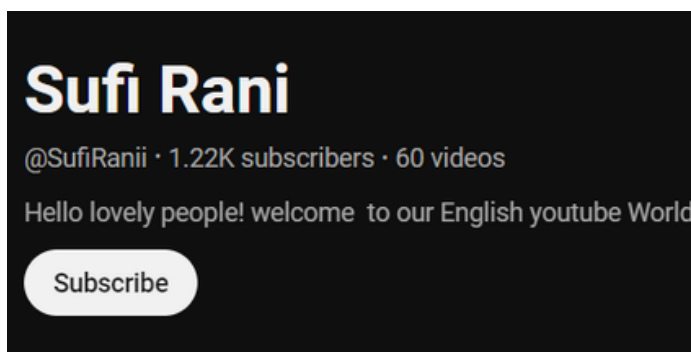


The second cohort STREE Vikas Fellowship took off in July 2024 , with 20 participants from across India and will conclude in March 2025.



DIGISHALA : A STEP AHEAD

We successfully completed the second batch of Digishala, **8** fellows graduated from the batch of 2024, out of which **4** Fellows completed Advance Digishala Training with the team. They have started showcasing their work through social media channels and have around 2000 followers on the platform altogether.



ORIENTATION WORKSHOPS

Between Sep 2023 and Aug 2024, we conducted five orientation workshops to reach out to women from rural-resource poor communities. We also conducted two in person training for finding the CHEs. The location wise details are presented below

Location	Anchor	No of Participants	No of fellowships	
Uttar Pradesh	Shailesh Singh	30	5	
Jharkhand	Ajay	19	5	
Uttarakhand	Tanya, Prashant & Amna	30	12	10*
Maharashtra	Shaila	-	5*	
Madhya Pradesh	Disha, Amita	10	4	
	Balmukund & Radheshyam	25	8	12*
Bihar	Priyanshi	30	12	
Total		144	72	
*27 Fellows selected before sept 23 and the fellowship started after Sept 23				



FELLOWSHIPS

MADHYA PRADESH

12 young women are working in the rural areas of Nagda, providing education to children, educating women on the use of digital payments, giving karate classes, training young students with computer literacy, and also addressing caste and gender-based discrimination through games.

Another batch of eight fellows were selected after the orientation workshop in June 2024. They have started working on their ideas in September. Among them one fellow has been actively providing health care for animals gaining recognition for her expertise in offering treatment.

They are all being mentored by Plustrust anchors Balmukund and Radheshyam..



Additionally, we have identified three CHEs from Madhya Pradesh and trained them to do diagnostic testing. They have begun door to door outreach in their villages.

IMPACT IN THE COMMUNITY

Professor Prakash Satyavageswaran, Centre For Healthcare, IIM Udaipur has guided Ramya Srinivasan a young scholar from Yale University to study our work and they have offered their findings in "Impact Measurement of Plustrust Fellowships".

(Full report available on plustrust's website
[https://plustrust.org/publications/.](https://plustrust.org/publications/))

Based on field visits and stakeholder interviews they have offered the following comments about the impact of RWEs work.

“The local initiatives have brought about significant positive changes, particularly in education. Children's engagement in classrooms has noticeably improved, along with the overall quality of education.

School dropout rates have dropped, and enrolment in high schools has increased, with more siblings attending school, showing a growing family-wide commitment to education.”

20
FELLOWS

60%
ACTIVE ALUMNI

300+
STUDENTS

₹ 4500
AVERAGE EARNING*

** This number differs based on the type of activity and adoption in the community with some Fellows earning over INR 10,000 while others doing the activity part-time and earning ~INR 1,500 per month.*

60% Fellows report continuing work and 50% fellows note an increase in earnings after the fellowship period ends. On average, Fellows report earning additional INR 4,500 per month after the Fellowship. Awareness and respect for Fellows in the community is increased during the fellowship.



IMPACT OF CHES IN THE COMMUNITY

In the last one year, seven of the CHEs provided doorstep diagnostics services, to 5000+ people, building awareness about healthcare screening. They were able to do more than 1600 preventive checkups.

7

**COMMUNITY HEALTH
ENTREPRENEUR**

1600+

**PREVENTIVE CHECKUPS
COMPLETED**

5000+

LIVES TOUCHED

₹ 2300

AVERAGE EARNING *

**Average earning per month per CHE for a fully trained CHE. CHEs working full time are earning rupees 10,000 to 12,000 per month, while those working part time are able to earn 1000-1500 per month.*

"CHE program Supporting Public Health Systems:

CHE fellows provide basic health tests in their villages and surrounding areas, taking some burden off the ASHA and Anganwadi workers, who are generally overworked to meet health needs. ASHA workers note that it is helpful to have CHE fellows in the community as they engage with pregnant women to identify low hemoglobin or blood pressure and offer timely support, advice, and food recommendations.

-Impact Measurement of Plustrust Fellowship , Centre For Healthcare, IIM Udaipur. page 21

UTTARAKHAND

In Haridwar, after the orientation workshop in august 2023, ten fellows started their work with Van Gujjar community for education and skill development. 7 fellows have started their learning centers for providing education to the children in their community, 2 have started skill development through a sewing center and one fellow have successfully started his homestay business.



RWE Orientation Workshop 2023

Another batch of 12 RWE fellows were selected after the orientation workshop in July 2024. They have started working on their ideas in September.

They will get their mentorship from Plusrtust anchors Tanya, Prashant and Amna.



RWE Orientation Workshop 2024

IMPACT IN THE COMMUNITY

in Haridwar, the Plustrust fellowship has had a significant impact, fostering conversations around women and marginalized communities like the *Van Gujjar* and *Tongiya*. It has created an environment of confidence, encouraging people, especially women, to participate in residential workshops.

Key Impact:

12

VILLAGES REACHED

500

HOUSEHOLDS IMPACTED

100+

WOMEN INSPIRED

500+

CHILDREN GUIDED

Public events held: Five (including Social Security Cards distribution, Harela, Women's Day, Seed Distribution)

75% of fellows are still engaged. Out of 20 fellows, 4 have secured regular jobs, one received a project grant, and one has become an Anchor. This initiative is helping build a stronger community and enhancing social participation.



BIHAR

12 new CHE fellowships are given this year from different blocks of Muzaffarpur district. They are now trained to use basic testing devices and well aware of the local health issues, diseases and the medical modules. They are now beginning for the door to door testing and online consultation.

IMPACT OF COMMUNITY HEALTH INITIATIVES

12 CHEs of the earlier batch have been active in home based testing, and advocating for preventive measures and care for diseases. Health camps and Booths were organized and these CHEs conducted BP, Sugar and hemoglobin tests. They were able to generate the revenue of more than INR 65,000 in last one year.

12

**COMMUNITY HEALTH
ENTREPRENEUR**

5000+

**DIAGNOSTIC TESTS
COMPLETED**

11000+

LIVES TOUCHED

₹1500

AVERAGE EARNING*

**Average earning per month per CHE . Fully trained CHE working part time are able to earn rupees 1500 per month.*



MAHARASHTRA

We have worked with five fellows to kick start their journey. One fellow is advocating for women's property right in Satara, another fellow is working with local community, encouraging parents to send their child to schools and teaching students in a fun way. Third fellow is working with rural women to form SHGs and also aware them about various govt. Schemes. Two fellows were providing skill building classes in their community they worked for three months and later stopped as they get more involved in their earlier job and college studies respectively.

JHARKHAND

Working in Palamu Jharkhand for the second consecutive year, we offered five fellowships. Two fellows have opened learning centers for sewing while the other three works with the children in their locality to provide quality education. They are mentored by Plustrust anchor Ajay.

Momina Bibi who started as RTR fellow during the first batch, is now selected as trainer in Govt. Skill India program where she is offered rupees 10000 per month for 3 years to provide training to young women.

UTTAR PRADESH

Shailesh mentors a batch of five fellows in Bahraich, encouraging them to do better. One fellow works with children of migrating laborers to ensure they receive proper education despite their transient lifestyle. Another fellow is dedicated to providing quality education to students in a remote rural village, bridging learning gaps in her community. A third fellow trains women to stitch their own clothing, empowering them to take on sewing orders and earn an income. Meanwhile, another changemaker is developing a floral bouquet-making venture, where she also trains young girls in the art of flower arrangement. Finally, a fellow who started a pickling business has successfully expanded to receive multiple orders from her local community.

ANCHOR DEVELOPMENT

Anchor development is crucial for our growth and is an immersive process. We have added one new anchor this year to our anchor network in Uttarakhand.

Amna Bibi

Aamna is a dynamic youth leader and elected representative from the remote tribal forest community of Kalagarh Basti. She began her journey as a fellow and later became an anchor, mentoring and empowering young minds. Aamna also serves as a teacher at a nearby madrasa, contributing to the education of her community. Beyond her leadership and teaching roles, she is an entrepreneur, running a cosmetic shop, sewing, and balancing all of this while being a loving mother to a young daughter.



ALUMNI ENGAGEMENT

Our alumni continue to inspire us with their dedication and grit. Of the 60 women who began their fellowships between September 2022 and August 2023, we are proud to share that 33 have continued their work in their community.

We organized a 3 day virtual workshop “Re-Thinking roles as teachers” by Vikash Sharma from Shiksha Swaraj for our alumni fellows and current fellows to get the better understanding of our roles in providing education to the community .

We also organized one session with anchor and fellows and invited Dipali Shetti to explore ways of creative thinking and generate ideas.

Plustrust reached out to the alumni (2015-2023). We were able to speak to 44 fellows through phone calls, gmeet or in-person, 22 of whom continue to work. The fellows were grateful for the opportunity and the guidance provided by the Plustrust Anchors. They were also candid about their struggles after the mentorship ended. Some reached out and networked with other NGOs and SHGs and continue their work through collaboration, while others who were unable to continue are hopeful to get some support to start something new.

Our endeavour is to reconnect, listen and find ways to improve our fellowship program based on the feedback received from the fellows.

ORGANIZATION DEVELOPMENT

With the growing complexity in our work, we sought ways to strengthen internal systems and processes and build our team. We were fortunate to find two opportunities in the past few months to help us.

Community Process Facilitation Certification Program - ISABS

Two of our team members, Priyanshi Sharma and Moin Khan have completed the Community Process Facilitation Certification Program by ISABS. The program provided understanding of human processes in self, systems, and society.

In their work, they use insights from ISABS's CPFCP to improve communication and foster empathy, helping them build stronger, more collaborative relationships with team members and partners.

Bodhan Certification - Saathi

Our Team member Moin has also completed a program, Bodhan- Online Certificate course on statutory compliances, finance, accounts, and grant management for NGOs by Saathi Development Services. The program helped in learning of regulatory and statutory provisions in a fast-changing landscape facing charitable Institutions.

Jupiter 360 Mentorship

Our team has participated in the Workshop -Importance of Non-Verbal Communication by Jupiter360 Foundation. We also got mentoring support from Ms. Savi Sharma from Jupiter 360 Foundation Team.

PLUSTRUST TEAM UPDATES

As an organization, we have grown to add three CHE coordinators in Bihar to strengthen our CHE program, an intern to showcase our work in social media and a consultant to support HR, Operations and fundraising.



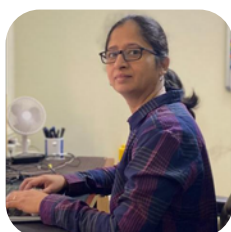
Kajal Kumari
CHE Coordinator



Mithu Kumari
CHE Coordinator



Babita Kumari
CHE Coordinator



Priya Ananthraman
HR Consultant



Khushi Khamesra
Social Media Intern

ACKNOWLEDGMENTS

We extend our heartfelt gratitude to our esteemed partners and collaborators for their unwavering support and commitment. Your expertise, guidance, and shared passion have been invaluable in shaping and advancing our programs, especially as we strive to uplift marginalized communities. Each milestone we achieve is a testament to your dedication, and we are deeply appreciative of your belief in our vision.

Raghavendra Prasad T S and Dr Sanjeev Bajaj from StepOne.

Amrita Sukrity, Ashwin A and Dr Vidhi at Spotsense.

Jitendra Pratap Singh and Pinky Jain PANS INDIA.

Kanika Sinha from Community and Varthaleap.

Lakshmi Raman, Consultant.

Vikash Sharma from Shiksha Swaraj for the workshop on 'Rethinking Roles as a Teacher' with our RWE fellows .

Prof. Prakash Satyavageeswaran and Ramya Srinivasan Centre For Healthcare, IIM UDAIPUR.

Dr Jasbeer Singh, Nagaraju Pamarthi, and the whole Aloka Vision Program team, ZEISS.

Abhishek Joshi, for capturing the pictures (including the cover image) and video interviews showcasing our work.

ACKNOWLEDGMENTS

To our grassroots partners and donors, we express our deepest appreciation for your trust, support, and steadfast involvement. Your generosity has enabled us to reach the heart of communities, touching lives in meaningful ways and nurturing resilience at the grassroots level.

Our grassroots partners-

Mera Gaon Meri Duniya
Awadh People Forum
Samanta Foundation
Samaveshak Samajik Vikas Sanstha
Teach for Green
Sarju Foundation

Dear Donors Through your contributions, we have been able to expand our impact, foster inclusion, and drive lasting change. Your commitment fuels our work and strengthens our resolve to continue on this journey of empowerment and transformation.

Ravi Ventaktesan,
Kamakshi Rao,
Ramaswami M,
Rishabh Lalani,
Vidya Murali ,
Lakshmi Radhakrishnan,
Nimesh Suamti
All our individual donors.

Thank you for walking with us and believing in our mission and your trust and continued support of our work.

Please contribute to our Micro-incubation Hubs For Rural Women Changemakers, please click on the given link :

<https://r.give.do/SYCW7yiA>

All donations will be eligible for 80 G exemption (Tax benefit) and FCRA permission.

