## **ANNUAL REPORT** 2022 - 23







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CLEAN WATER AND SANITATION

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DECENT WORK AND ECONOMIC GROWTH

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AFFORDABLE AND CLEAN ENERGY











**10** Years Towards Forging Sustainable Livelihoods



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## Acronyms

AWE	Accelerator for Women I
BDD	Bridging the Digital Divi
C2DC	Campus to Digital Caree
C2IC	Campus to Industrial Ca
C2TC	Campus to Technical Ca
COPA	Computer Operator and
CSR	Corporate Social Respons
FPC	Farmer Producer Compa
FSP	Future Skills Program
FY	Financial Year
GDP	Gross Domestic Product
ITeS	Information Technology
ITI	Industrial Training Insti
MSME	Micro, Small, and Mediu
NSS	National Service Scheme
OKG	Organic Kitchen Garden
SDG	Sustainable Developmen
SMI	Sustainable Mango Initi
STEM	Science, Technology, Eng
TNSIF	TNS India Foundation



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## Message from the Managing Director

"Any plunge into the unknown is reckless, but that's where the treasure lies" — Brendon Burchard



This quote personifies TNS India Foundation's year of 2022-23. In April 2022, when TNS India Foundation separated from its parent entity, TechnoServe India, we took a difficult step into uncertainty. While it was an imperative decision, it was one with varied challenges ranging from donor retention, staff retention, and overall organizational stability. In 10 years of TNS India Foundation's incorporation in 2012, by the end of March 2022, our numbers stood at 94 employees (with 57% females) on payroll and an annual revenue of INR 4.71 crores (INR 47 million or USD **0.57 Million\*).** With this humbling start in FY 2022-23, we tightened our belts to deliver quality and impact in our work across Skilling, Agriculture, and Entrepreneurship thematic areas.

Although a 10-year-old organization, the financial year 2022-23 was the first year for TNS India Foundation as a legally independent non-profit. The first year taught us lessons akin to the ones that a kid learns when they leave their homes for the first time and dive into the big, wide, unknown world. We forged new relationships, among which especially noteworthy are with the Pernod Ricard India Foundation for our agriculture program in Nashik district of Maharashtra and with Accenture in Mumbai and Bangalore for our non-technical and technical skilling programs. Not only this, we also retained 100% of our donors after TNS India Foundation was registered as a separate legal non-profit in April 2022. The creation of new systems and procedures while retaining the best practices of our parent organization remained the core of our work in FY 2022-23.

The challenges of this year were many. We struggled to create a separate brand image, especially among our beneficiary groups and took conscious steps to enable the transition for ongoing programs. We the developed TNS India Foundation's website from scratch. organizational Our systems, standards, and procedures deserved a re-look and improvisation with the entire year dedicated to making this happen. Continuing to deliver in our existing programs while juggling the massive systemic changes was no mean feat either.

We embraced the unknown this year and came out stronger than we expected. By the end of FY 2022-23, we were 130 member strong team on payroll (53% females) registering a growth of 38% in team size and an annual revenue



of INR 16.5 crores (INR 165 million or USD 1.99 million) with a growth of 250% in annual turnover. This phenomenal growth is testimony to our impactful work and relationships that we have established with our esteemed partners and supporters. We are immensely grateful for our donors who continued to stay with us after this defining legal change in our organizational status.

The year 2022-23 was messy by all means but it was also the one where we spread our wings with renewed confidence and dedication to do what we do best- forging sustainable livelihoods for India's future!

\*1 USD = INR 83

Aufer Ach

**Rupa Bohra** Managing Director TNS India Foundation



## Our Board of Directors



Geetanjali Jha Chakraborty President, Apnalaya

Geetanjali Jha Chakraborty has a diverse background, spanning the corporate sector and over two decades in the Development Sector, with leadership roles at Concern India Foundation, CHILDLINE India Foundation, and ARMMAN.

She currently serves on the boards of Apnalaya and Vihaan, and the global advisory boards of Tech Care for All and Missing Links Trust. Passionate about child protection, urban inequality, and folk arts, she holds a Master's in Social Work and an LLM in Human Rights and Criminal Law.



Vijayalakshami Srinivasan Founder and CEO, Peoplescape

Vijayalakshmi is the Founder & CEO of Peoplscape Consulting, specializing in Executive Coaching and HR Consulting. An alumnus of The Tata Institute of Social Sciences and The School of Coaching, London, she has 22 years of corporate experience, including 11 years as Senior Vice President and Head of HR at Merrill Lynch.

Since founding Peoplscape in 2012, she has focused on coaching, HR strategy, change management, and leadership training for corporates, start-ups, and the social sector.



Padma Parthasarathy Senior VP, Tech Mahindra

Padma is a Senior Vice President at Tech Mahindra with over sixteen years at the company. She led post-acquisition activities after Tech Mahindra acquired Satyam and previously headed the digital business and global consulting teams. Currently, she focuses on Sustainability, Social Change, Diversity, and Equity.

Featured on Forbes India's W-Power 2020 list and the Top 75 Women in STEAM by the Government of India in 2022, Padma serves on the board of the MaDeIT Innovation Foundation and the advisory board of the Centre for Digital Transformation at IIM Udaipur. She is also on the Governing Council of the Centre for Digital Transformation set up by CII.



Kartik holds the positions of Chief Operating Officer, Brand Custodian, and Chief of Staff at Waterfield Advisors. With over seven years of visionary leadership, he has driven operational innovation, process optimization, and strategic policy and technology enhancements.

Kartik KiniCOO, Waterfield AdvisoryC

Kartik leads diverse teams across Finance, HR, Marketing, Compliance, Legal, Operations, Technology, Customer Service, and Administration, catalyzing growth for the firm.



**Pramod Singh** Head – Legal and Compliance, DSP Investment

Pramod is a legal and compliance professional with 40 years of experience. A former Deputy General Counsel at SEBI, he has worked at MNCs like Morgan Stanley, Merrill Lynch, and Credit Suisse, managing compliance for India and South Asia.

Currently, he oversees legal and compliance for DSP Investments and the Family Office of Mr. Hemendra Kothari.

Hitungshu is a seasoned BFSI professional with over 25 years of experience, holding a Chevening Scholarship from the London School of Economics and a CFP accreditation from the Financial Planning Board of India. He has held senior roles at HDFC AMC, TATA MF, Motilal Oswal, and Angel Broking.

Currently, he serves as Director & COO at Karvy Capital, alongside his passion for CSR, supported by a Master's in CSR and Ethical Management from the University of Applied Sciences, Vienna.



Charulata Sippy Financial Services

Charulata is a Senior Consultant at Sicomoro Advisors Pvt Ltd, a SEBIregistered Investment Advisor. She served as an Independent Director on the board of BoFA Securities Ltd from 2016 to 2022, contributing to various committees.

With 21 years of industry experience, she was Head of Global Market Operations in India at DSP Merrill Lynch Ltd and led Diversity and Inclusion initiatives at Bank of America.



CBO, Sundaram Alternate Assets Ltd.

## About **TNS India Foundation**

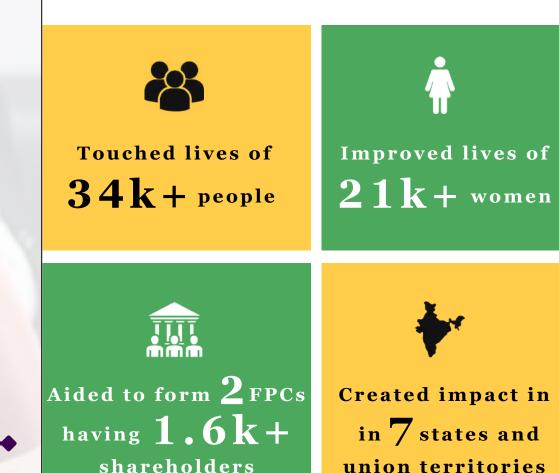
TNS India Foundation (TNSIF) was established in 2012 under the aegis of TechnoServe Inc. as a not-for-profit organization in India. We design and implement large-scale, multi-year development programs for sustainable urban and rural livelihoods, including skills development, local economic development, and natural resource management, with gender inclusivity and women's empowerment as cross-cutting components.

From April 2022, TNS India Foundation started operating as an independent legal entity. This transition has allowed TNSIF to continue on its mission of implementing impactful development programs across India while charting its own course. We have grown from a small team to over 130 members, with projects spanning seven states and Union Territories across the country. As an independent entity, TNSIF continues to build on its legacy, striving for sustainable development and economic empowerment across India.





### **TNSIF's Overall Impact** as on 31st March, 2023



Vision

We endeavor to create shared value by executing demanddriven, industryrelevant, and sustainable solutions to stimulate socioeconomic growth.



Mission

We work to democratize access to opportunities for under-resourced individuals to unlock their economic potential, while focusing on diversity and inclusion, by building sustainable growth systems.

Values

• Integrity • Trust & Collaboration **Respectful Individualism** 

Inclusive Meritocracy

• Ingenuity











### **Provided** jobs to 18k+ students

union territories



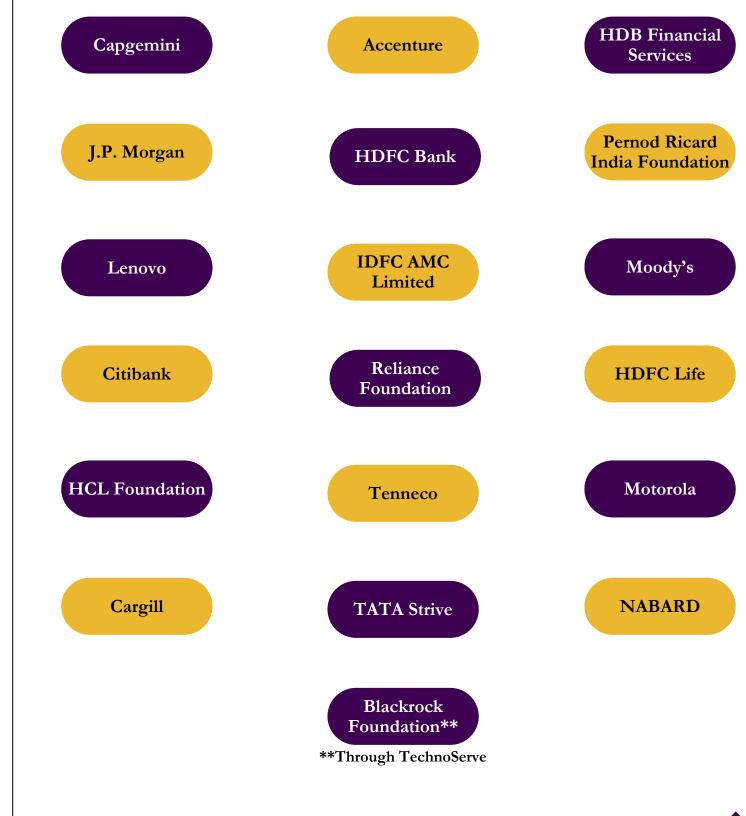
**3** impact areas covering **8** SDGs

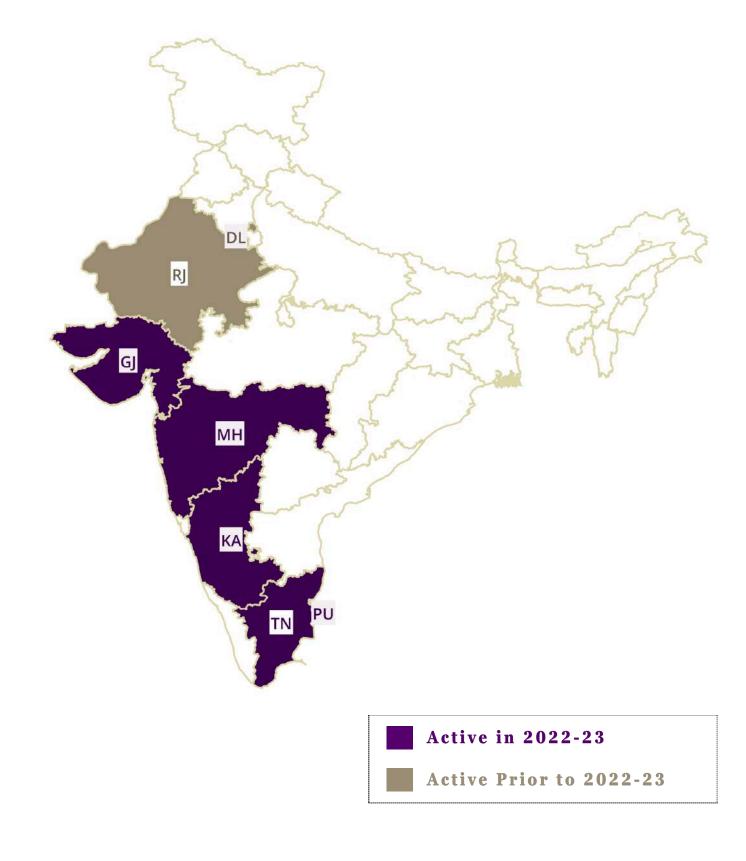


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## Our Donors till FY 2022-23





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# of Donors

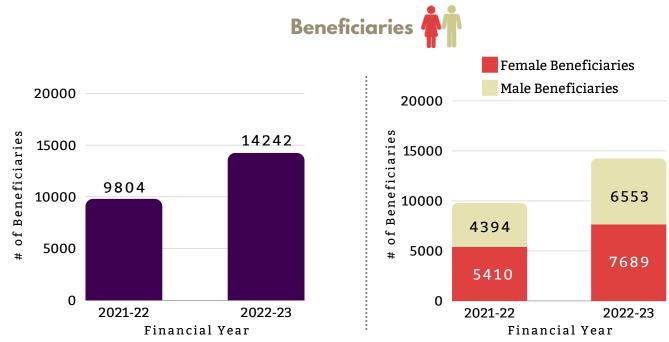


- Accenture
- Capgemini
- HDB Financial Services
- HDFC Parivartan
- IDFC AMC
- Lenovo
- Moody's
- Pernod Ricard India Foundation
- Tenneco

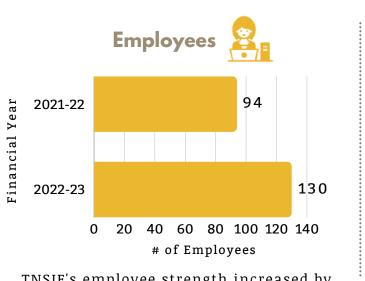
#### **# of Programs**



- Campus to Digital Careers
- Campus to Technical Careers
- Campus to Industrial Careers
- Future Skill Program
- Sustainable Mango Initiative
- Ankur Uday
- Nano-Entrepreneurship



TNSIF has impacted 45% more lives in FY 2022-23 than the previous financial year. The gender ratio continues to be maintained at 54-55%.



TNSIF's employee strength increased by **38%** in FY 2022-23 compared to the previous year.

#### **# of Thematic Areas**



- Skilling & Employability
- Agriculture
- Entrepreneurship

#### **Geographical Coverage**



- Maharashtra
- Karnataka
- Tamil Nadu
- Gujarat
- Puducherry





TNSIF's turnover climbed by nearly 3.5 times or 251% in FY 2022-23 compared to the preceding fiscal year.



## Campus to Corporate Careers

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Skill Development and Employability is the core of TNS India Foundation's urban livelihood development operations. The Campus to Corporate Careers programs aim at upskilling low-income underprivileged youth enrolled in Tier-II, Tier-III, and Tier-IV colleges in India. TNSIF runs different training tracks to bridge the skill-gap of students belonging to different courses/streams. These tracks include- a) Campus to Digital Careers; b) Campus to Technical Careers; c) Campus to Industrial Careers; d) Future Skills Program. These tracks are detailed in the chapters ahead.

The primary objectives of skilling interventions are:

1. College students are trained in 21st century soft-skills and digital skills, advanced technical skills, and industrial skills (catering to students from Industrial Training Institutes or ITIs).

2. Trained youth have access to select and hand-picked jobs in the corporate/ formal sector through corporate linkages and placements made available through program initiatives





#### **Program Background**

Employability is at the core of the **Campus to Digital Careers** (C2DC) program's design and all program components support youth to pursue long-term careers with reputed corporate employers. TNSIF fundamentally believes that challenges to youth employability, especially for young women in disadvantaged communities, cannot be solved by filling the skill gap alone.

While a range of skilling programs are available to students in the country, TNSIF's C2DC Program goes beyond skilling to incorporate approaches that have proven results. Our solution involves the full ecosystem of community, college, and corporate stakeholders in creating a support system that helps youth reach their professional potential. Against this background, TNSIF launched its Youth Skilling and Employability Program, i.e., the Campus to Digital Careers (C2DC) Program in 2015.

In C2DC program, students belonging majorly to the following streams are trained: Bachelor of Commerce (B.Com.), Bachelor of Management Studies (BMS), Bachelor of Accounting and Finance (BAF), Bachelor of Banking and Insurance (BBI), Bachelor of Commerce with Accountancy, Finance, and Insurance (BAFI), Bachelor of Financial Markets (BFM), Bachelor of Science in Information Technology (B.Sc.-IT), Bachelor of Science in Computer Science (B.Sc.-CS).

#### Objectives

- Improvement in participating youth's 'Life skills for the workplace' as and industry exposure/talks.
- Providing trained students with access to select and hand-picked jobs linkages and placements made available through program initiatives.

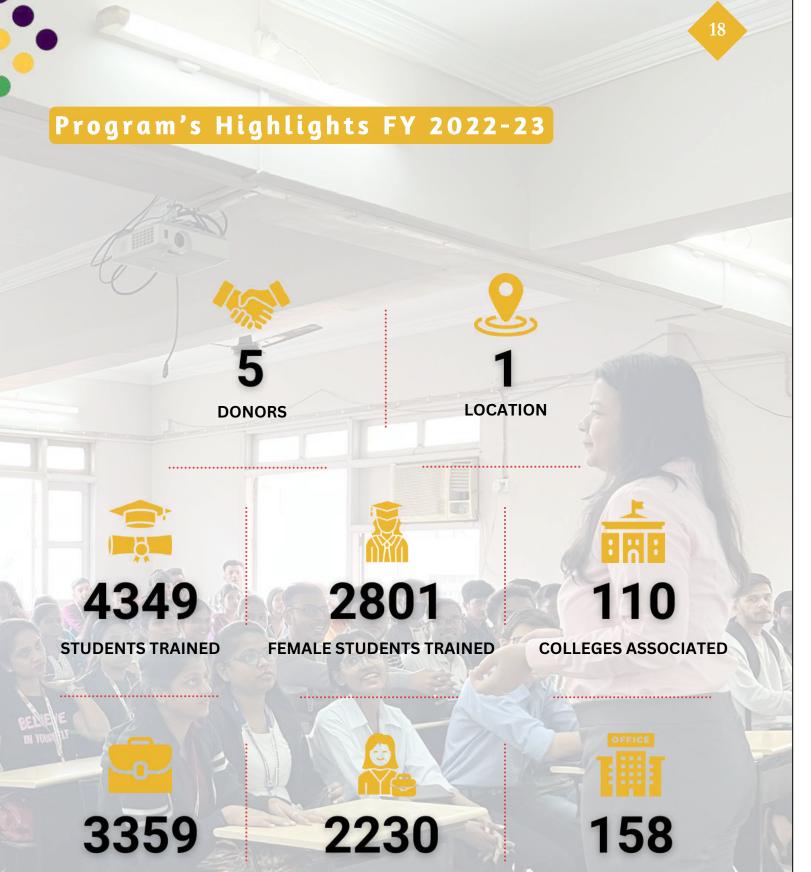
part of the training program that covers topics such as Personal and Professional Effectiveness, Communication Readiness, Career Readiness, Work Readiness, Career Linkage sessions, Parent engagement sessions, individual career counselling, remedial learning

in the corporate/formal sector as a direct result of the corporate

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**FEMALE STUDENTS PLACED** 

**STUDENTS PLACED** 

**CORPORATE EMPLOYERS** 

#### Success Stories FY 2022-23

**Radharani Gupta**, a final-year Bachelor of Accounting and Finance (BAF) student from KB College, lives in a rented chawl in Thane with her family of five. Her father, an auto driver, earns INR 7000 (USD 84) to INR 10,000 (USD 120) per month, making him the sole provider. Facing financial challenges, Radharani struggled with English communication, affecting her confidence. She enrolled in the Campus to Digital Careers program to improve her skills and seek job opportunities. Active in training, she learned office etiquette and strengthened her

communication abilities.

Post-training, Radharani secured a position as a Portfolio Management Advisor at Motilal Oswal Financial Services with an annual salary of INR 2,50,000 (USD 3012), allowing her to support her family in a more meaningful way.



Diksha, a final-year B.Com student from NES Ratnam College, Bhandup, Mumbai, comes from a nuclear family of six. Her father, a taxi driver earning INR 2,40,000 (USD 2892) annually, is the sole breadwinner. The family faced financial difficulties during the COVID-19 pandemic, intensifying Diksha's desire to complete her graduation and support her family.

Diksha completed C2DC training in October 2022 while actively participating and contributing in class. She attended the TNSIF placement drive in December 2022 and was selected in Kotak Mahindra Bank as an Acquisition Manager with an annual salary of INR 3,00,000 (USD 3614). Grateful for TNSIF's guidance, Diksha looks forward to joining the Bank after graduation, proud to become the second earning member of her family.







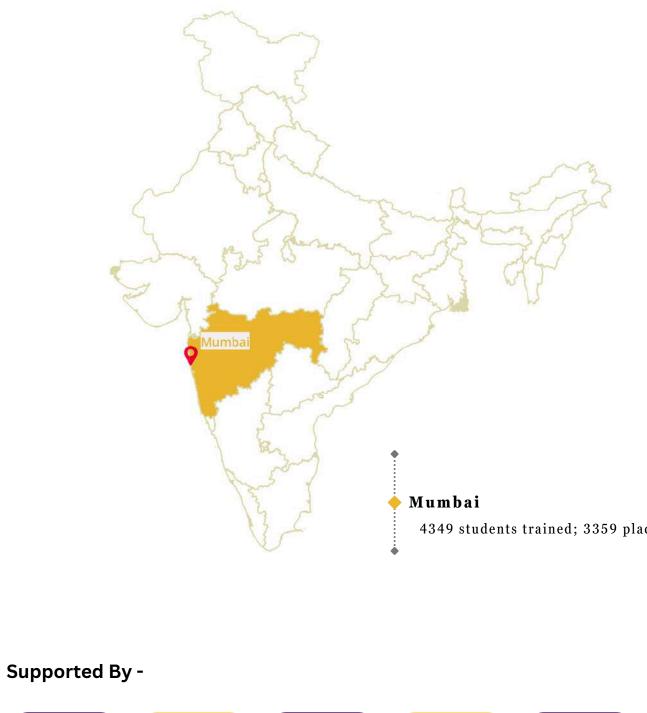
HDB Financial

Services

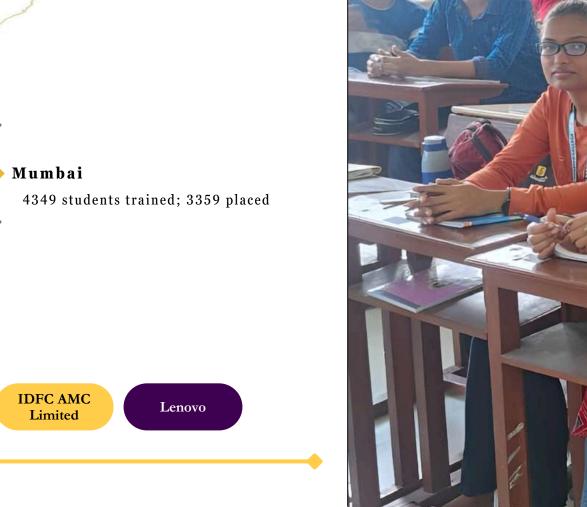
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Accenture

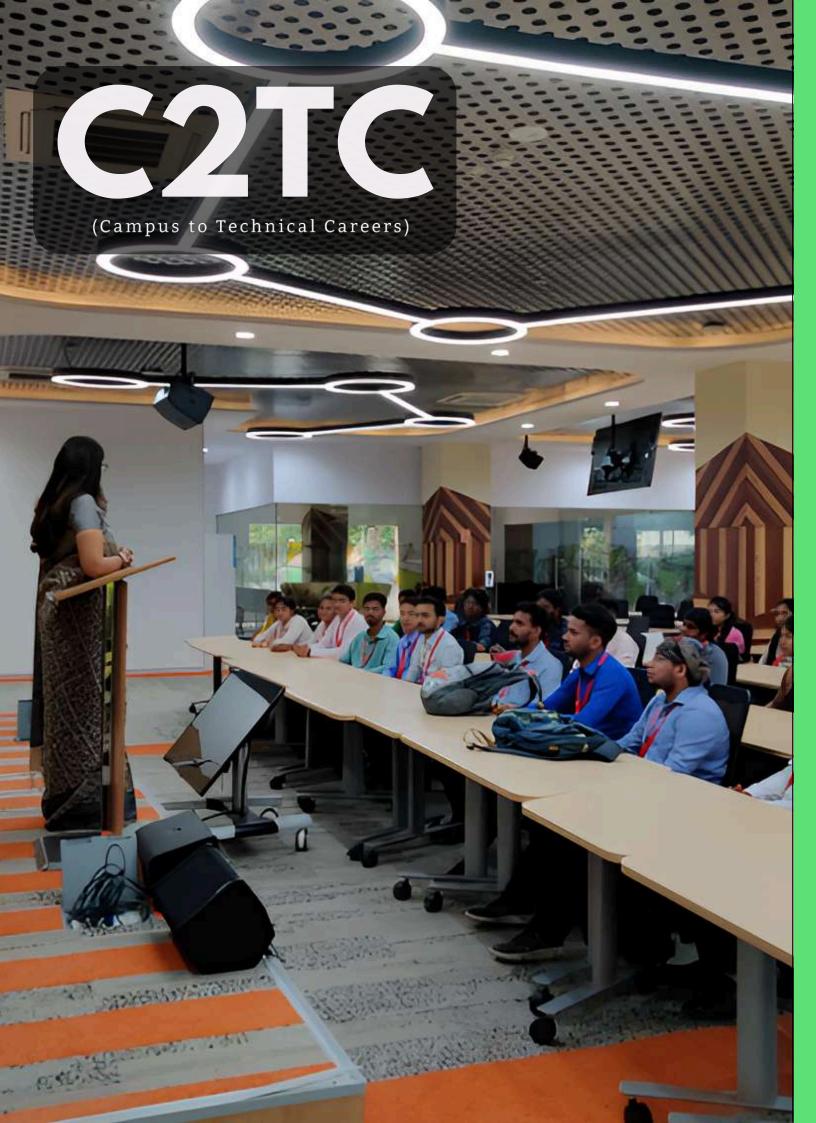
The TNS India Foundation's Campus to Corporate Careers (C2C) initiative was running throughout the **Mumbai Suburban** area of Maharashtra in FY 2022-23.



Moody's







#### **Program Background**

The **Campus to Technical Careers** (C2TC) program addresses the challenges faced by underprivileged youth in accessing education and employment. Targeting individuals aged 18-25 who are currently enrolled or are recent college graduates, it offers skills training, career counseling, multi-stakeholder engagement, and placements. The program aims to empower these young people to succeed in the workforce.

The program includes 50-60 hours of soft skills and interview preparedness training for the IT/ITeS sector and 250-350 hours of practice-oriented courses in programming and software development to ensure students are jobready. Students gain hands-on experience through interactions with professionals and business-like projects. A hybrid learning model combining in-person and online training enhances accessibility and flexibility. Additionally, the curriculum features capstone projects and covers soft skills such as emotional intelligence, conflict resolution, adaptability, and leadership to prepare students for diverse workplace scenarios.

In C2TC program, students belonging majorly to the following B.Tech/ B.E./B.Sc./BCA/MCA streams are trained: Computer Science and Engineering, Information Science and Engineering, Electronics and Communication Engineering, Electrical and Electronics Engineering, Information Technology.

#### Objectives

- Help underprivileged youth, enrolled in technical or engineering industry.
- Provide training in technical, coding, and programming roles to careers in a well-paying industry with high demand for their skills.
- Develop critical soft skills like communication, teamwork, leadership, students thrive in professional environments.
- Strengthen connections with industry professionals and organizations employability.

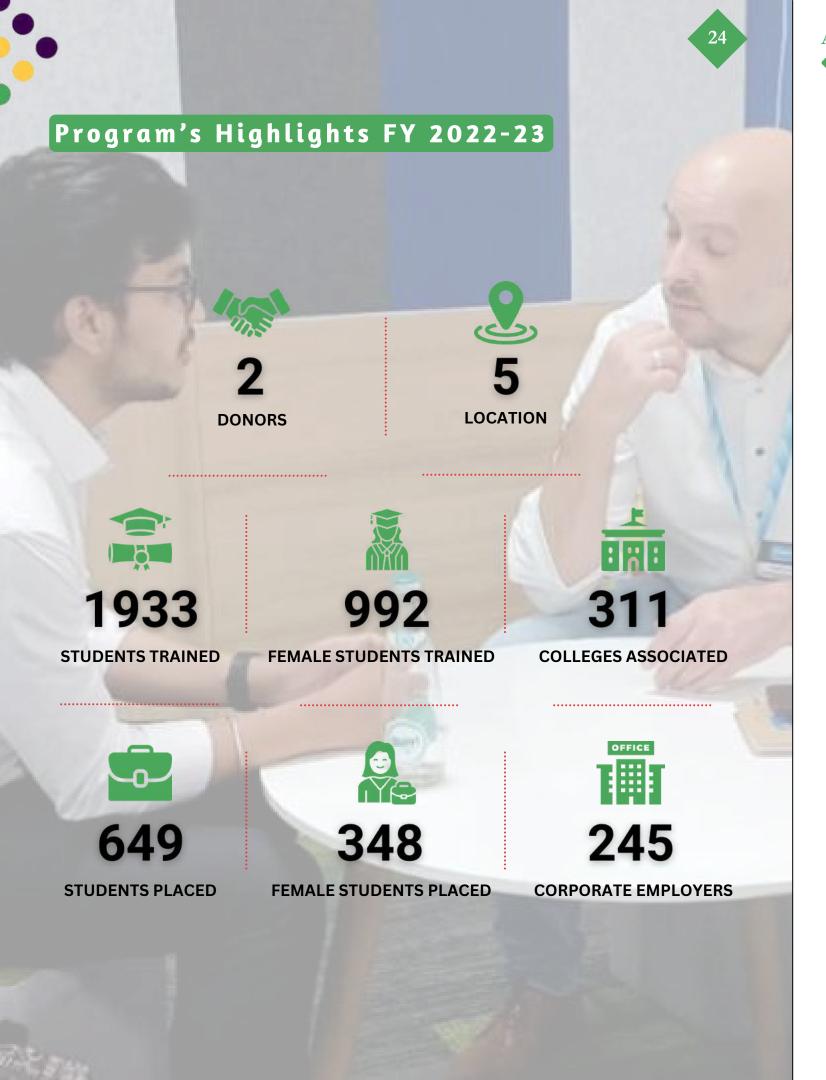


degrees from low-ranked colleges, become employable in the IT/ITeS

prepare students for early employment and enable them to build their

and problem-solving through workshops and activities to ensure

through mentorship programs, industry talks, and networking events to give students insights into the industry and enhance their



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#### Success Stories FY 2022-23

**Preethi K**, a Computer Science and Engineering graduate from Maharaja Institute of Technology, Bangalore, joined the C2TC training to develop her technical and soft skills to kickstart her career in a formal technology based company and support her family with a steady flow of income. Her father is a fruit seller with an unpredictable income. Her family also has no financial backups or safety nets making it difficult to meet regular expenses including her education. She lost her mother when she was in 10th standard.

In C2TC program, Preethi has shown immense focus and drive to develop her skills as per employers' expectations. She achieved significant learning outcomes, mastering Java programming from scratch and improving her communication skills. She is now placed at IBM as Associate System Engineer with an annual CTC of INR 400,000 (USD 4819), contributing significantly to her family income and easing the financial pressures.



Shruthika, a B.Tech student in Information Technology at MVP College of Engineering, faced significant challenges after losing her father at the age of 11. Her mother, initially a homemaker, took on sewing clothes and selling homemade food earning about INR 8,000 (USD 96) per month to support her and her brother. With her uncle's financial help, Shruthika was able to pursue her education. She eagerly enrolled for the C2TC program to strengthen her technical skills and secure a position in a reputable organization. The free program was a perfect opportunity for her to upskill without adding financial

strain.

Through the program, Shruthika gained more knowledge, skills, and practical experience than she had during her four years of college. With the support of TNSIF, she successfully secured a position as a Software Engineer at CMSS Pvt Ltd, Mumbai with INR. 3,60,000 (USD 4337) marking a significant step in her journey towards financial independence.





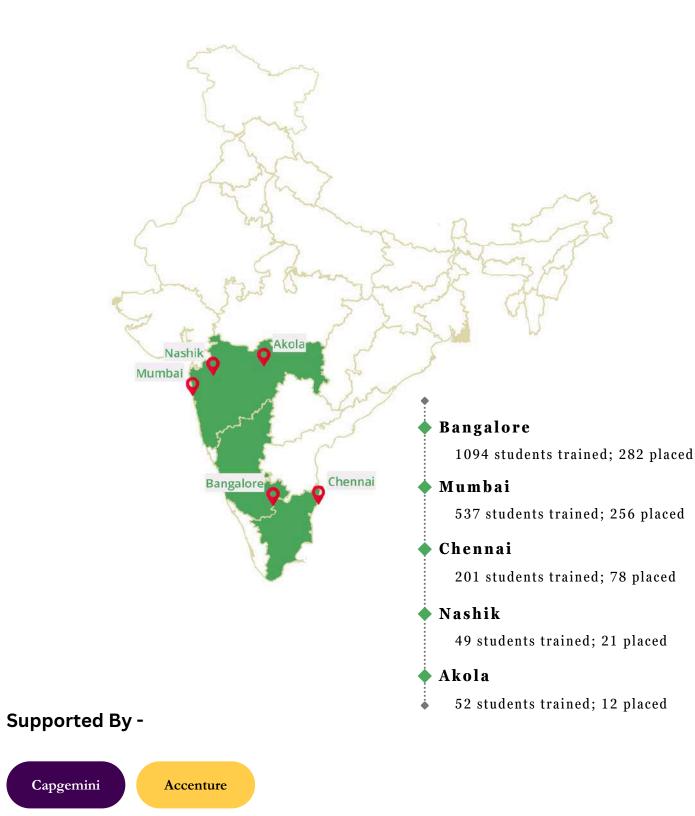




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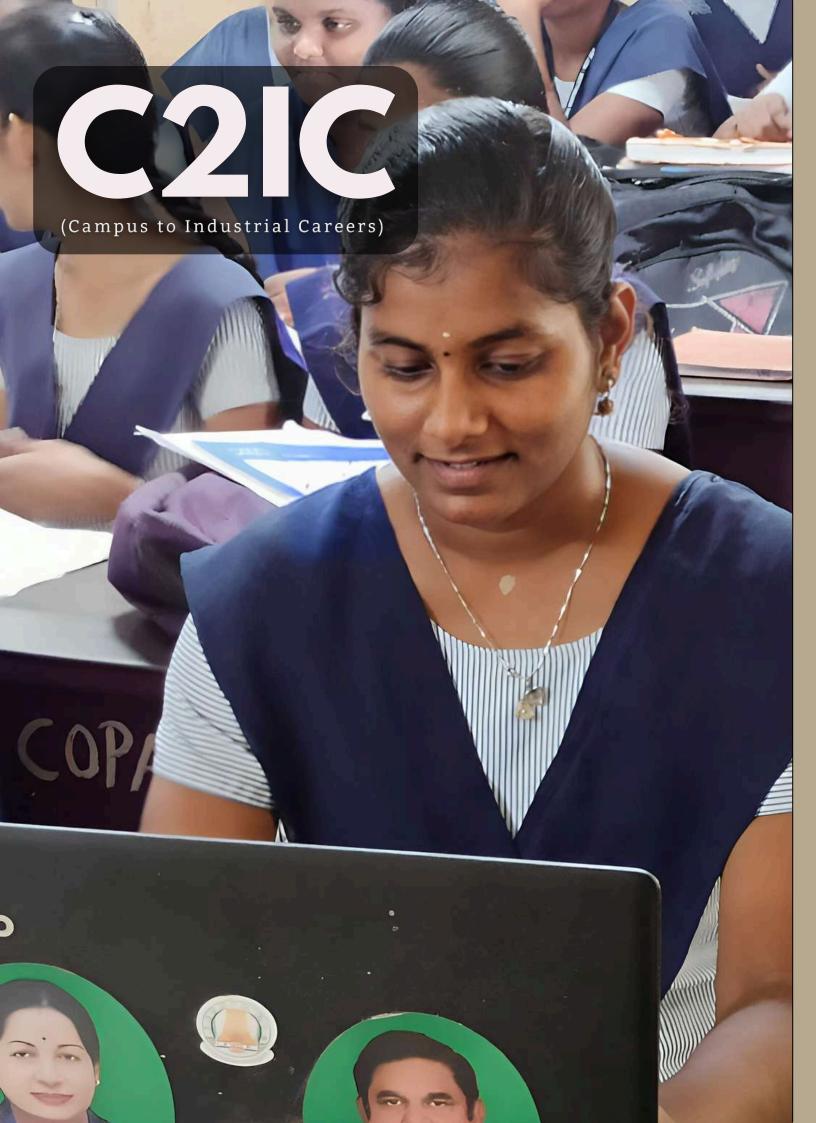
### Geographical Outreach FY 2022-23

In FY 2022-23, the TNS India Foundation's Campus to Technical Careers (C2TC) program was operating in **5 locations** across **3 states**.





#### **ANNUAL REPORT 2022-23**



#### ANNUAL REPORT 2022-23

#### **Program Background**

TNS India Foundation's Campus to Industrial Careers (C2IC) Program started in 2021 intending to tackle the ever-growing skill gap challenge faced by youth enrolled in Industrial Training Institutes (ITIs) and Polytechnic Institutes in India. TNSIF's experience shows that disadvantaged youth in low-tier colleges have high earning potential but often miss opportunities to escape poverty without support during the critical period leading up to workforce entry.

Through our proven program design, we work to identify, skill, and empower underprivileged youth through a combination of skills training, career counselling support, and corporate linkages. The program embeds itself in the ecosystem of existing education providers and works to create system-level change and student empowerment from the ground up. The C2IC Program in Puducherry started in March 2021 focusing on up-skilling 150 low-income background who do not have the time and money to pursue higher education, and do not have the requisite soft skills to be immediately employable.

In C2IC program, students from Industrial Training Institutes and Polytechnic Institutes belonging majorly to the following streams are trained: Computer Operator and Program Assistant (COPA), Diploma in Mechanical Engineering (DME), Diploma in Electrical and Electronics Engineering (DEEE), Diploma in Electronics and Communications Engineering (DECE) Information Communication Technology and System Maintenance (ICTSM), Diploma in Instrumentation and Control Engineering (DICE), Sewing Technology, and various other diploma courses.

#### Objectives

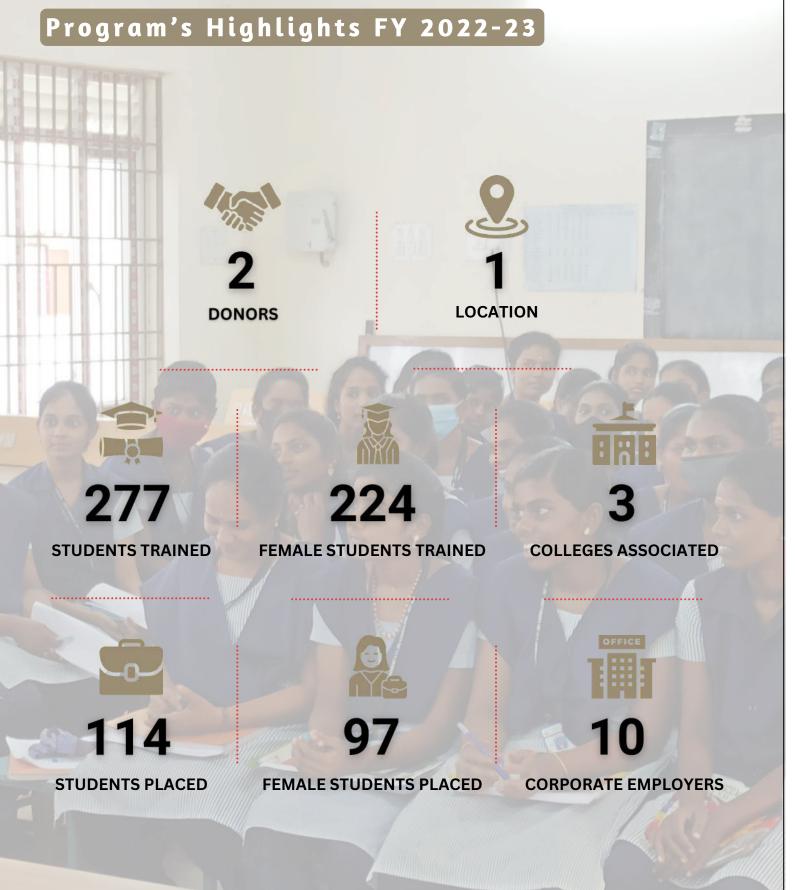
- The C2IC program helps college-educated, underprivileged youth challenges, cultural barriers, and limited professional networks.
- poverty and catalyze community change.

secure gainful employment in the formal sector, unlocking their economic potential by addressing key barriers such as lack of employability skills, poor placement support, workforce integration

By placing final year ITI & Polytechnic students from disadvantaged backgrounds into high-paying, formal sector jobs, C2IC dramatically improves economic outcomes for students, their families, and their communities, acting as a 'Career Bridge' to lift families out of



#### Success Stories FY 2022-23



**K.** Putlayammal, an ITI student in the Computer Operator and Programming Assistant (COPA) trade at the Government Industrial Training Institute for Women, Cuddalore, lost her father at age six and now lives with her mother, who earns INR 6,000 (USD 72) per month as a house help and requires money for heart ailment treatments. Despite wanting to study further, financial constraints led her to pursue an ITI course.

With limited job information, she joined the C2IC training, which increased her awareness of job opportunities, improved her communication skills, and boosted her confidence. Through the C2IC program, she completed a 10-day internship with Lenovo India Pvt. Ltd. and subsequently secured a job with Lenovo, earning INR 1,00,000 (USD 1205) per annum.

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K.Bavani, an ITI student from Government Industrial Training Institute for Women, Cuddalore, pursuing her Computer Operator and Programming Assistant (COPA), attended TNSIF C2IC program and improved her critical thinking and decision making skills. Coming from a family of five, with only her father as the breadwinner, her family faced challenges in covering household expenses. She was placed in Foxconn Technology as as Trainee with an annual CTC of INR 1,80,000 (USD 2169). She is happy to be contributing to her family income along with her father and will continue to do so in future.









Geographical Outreach FY 2022-23

In FY 2022-23, the TNS India Foundation's Campus to Industrial Careers (C2IC) program was active in **Puducherry**.



#### Supported By -







#### **Program Background**

India has a demographic advantage with a large portion of its population under 26 years of age that are college graduates and entering the workforce annually. However, there's a significant education gap for modern corporate roles requiring 21st-century skills like STEM and digital literacy. Despite initiatives like "Skill India," many youth, especially from disadvantaged backgrounds, lack formal training and face high unemployment due to limited access to support, guidance, and networks. The COVID-19 pandemic worsened these challenges, highlighting the need for innovative solutions to empower marginalized youth with essential skills for economic resilience and upward mobility.

In 2021, Lenovo and TNS India Foundation launched the Future Skills **Program** (FSP) to empower disadvantaged youth by providing industryrelevant education through an online platform. The initiative also upskills faculty members in low-tier colleges to improve their ability to teach 21stcentury and digital skills, aiming to strengthen both individual employability and institutional capacity.

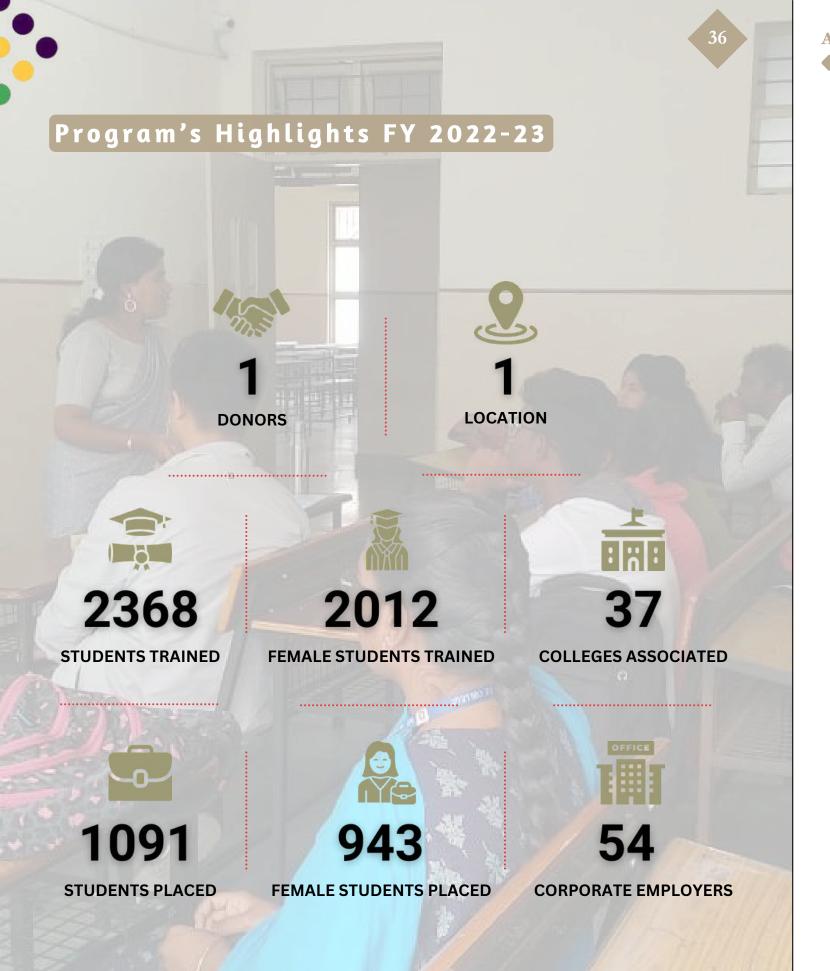
#### Objectives

- Upskill faculty members of the low-tier college to disseminate 21st-capacity-building of institutions.
- System (LMS) platform.
- Employ students in formal sector jobs so that they can increase their family income year on year.



century skills and STEM skills to students, thereby ensuring the

Create and roll out an innovative program that aims to make disadvantaged youth job-ready through an online Learning Management



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#### Success Stories FY 2022-23

Rakshitha, a B.Com student at Vasavi Vidyanikethan College for Women, is a first-generation learner driven by ambition. With her father as the sole breadwinner and her mother a homemaker, she seized every opportunity to learn, actively participating in courses and serving as an NSS volunteer. Her turning point came with TNSIF's soft skills training, which she describes as her best decision. With guidance from mentors and faculty, she completed the course with 100% attendance.

Rakshitha recently secured a position as a Relationship Manager at Piramal Housing Finance Private Limited. Her journey embodies resilience and hard work, inspiring others to break barriers. The Future Skills Program empowers women in STEM to develop new skills and achieve their potential, bridging the gender gap.



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**Tanuja V**, from Mandya district, moved to Bangalore for better opportunities and completed her B.Sc. in maths, physics, and chemistry from Vivekananda Degree College. Her family practices agriculture, and her father and brother recently started a small-scale food manufacturing unit. Tanuja, a first-generation learner on her maternal side, joined the FSP program during her graduation, which helped her improve her interview and communication skills.

She now works as a Senior Finance Service Manager at

Bajaj Allianz Life Insurance, supporting her family financially. Tanuja handles the monthly home loan installments and plans to save for her postgraduation once her family is stable. Her next goal is to earn an M.Sc. from Mysore University and pursue a career in IT, where she believes she will excel.

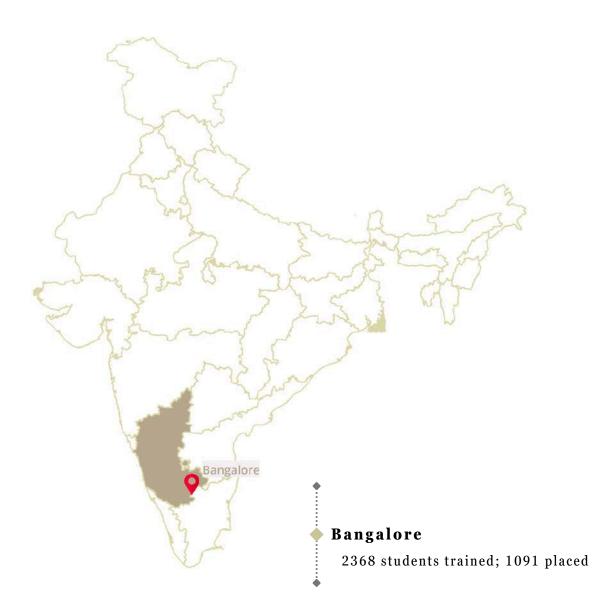






Geographical Outreach FY 2022-23

In FY 2022-23, the TNS India Foundation's Future Skill Program (FSP) initiative was implemented in **Bangalore**, Karnataka.



#### Supported By -





EARNER How will you ensure them 21st Outway shills are practiced in your

Clarsnows? 3 WAYS. BY STUDENTS

# Agriculture

Agriculture is the backbone of Indian economy with nearly 45.76% of workforce engaged in agriculture and allied sector in 2022-23, as per Ministry of Statistics and Programme Implementation (MoSPI). At TNS India Foundation, the focus remains on developing sustainable farming livelihoods through following interventions:

- 1. Improving the yield and quality of crops.
- 2. Strengthening Farmer Institutions.
- 3. Developing strong forward and backward market linkages.
- 4. Promoting household-level organic kitchen gardens.
- 5. Building critical water resources and local capacities to manage these water resources.



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#### **Program Background**

The state of Gujarat has made strides in rural development, yet significant challenges persist with high poverty rates, rural indebtedness, and widespread illiteracy. Agriculture remains pivotal, engaging a large majority of the state's population, but farmers face critical obstacles such as low productivity, limited market access, and water scarcity, particularly evident in Gir Somnath district. Despite the potential of lucrative ventures like Kesar mango plantations, which can yield up to INR 2 lakhs per acre, erratic yields and sub-optimal returns hamper economic stability for agricultural households. Addressing these barriers is crucial to fostering sustainable rural development and improving livelihoods in Gujarat's farming communities.

To address these barriers, TNSIF launched the Sustainable Mango Initiative (SMI) in July 2020 across 14 villages in Gir Somnath district, Gujarat. This program aims to boost rural livelihoods by enhancing mango farming practices, strengthening farmer institutions, and improving market access and water resource management.

#### Objectives

- Enhance mango production through agronomy training and on-farm extension services.
- Establish a Farmer Producer Company (FPC) to improve market access and strengthen local agricultural markets.
- Facilitate market access through logistical support and partnerships with institutional buyers.
- Set-up community-level water management institutions to enhance water resource utilization.
- Promote organic kitchen gardening for improved household nutrition.





**FPC ESTABLISHED** 

SHAREHOLDERS REGISTERED

in 2022-23 (in INR)

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#### Success Stories FY 2022-23

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Popatbhai Thumman, a 60-year-old farmer in Borvav village, owns 12 bigha of land with 225 Kesar Mango trees. For the past eight to ten years, mango farming has been the sole income source for his family of seven, including his wife, two sons, a daughter-in-law, and two grandchildren.

Before TNSIF's intervention, Popatbhai and other farmers were unaware of various mango plant diseases like dieback and how to treat them. The TNSIF team met with farmers to emphasize good farming practices and encouraged them to attend training sessions.





**Mr. Govind** is the one of successful OKG farmer

from Moruka village of Talala block. TNSIF team provided technical training on low-cost cultivation techniques for the OKG, including nursery bed preparation, soil management, nutrient management, and pest management with organic techniques. This enabled his and Govind bhai families to get fresh, pure, organic vegetables. This also reduced the cost of buying vegetables from the local market as these are available throughout the year from the OKG.

Also, he stopped buying any fertilizer from the market as he prepared organic manure at home using cow dung, cow urine, gram flour, jaggery, etc.



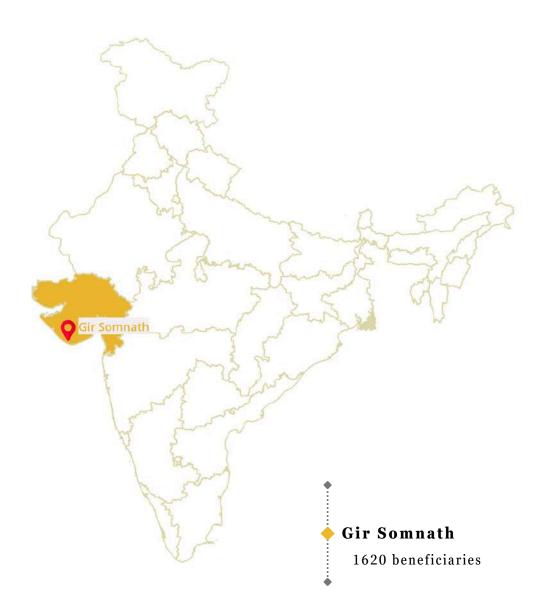








In 2020, the TNS India Foundation set up the Sustainable Mango Initiative (SMI) program in Gujarat's **Gir Somnath** region, which continued in FY 2022-23.



#### Supported By -



ANNUAL REPORT 2022-23



# Ankur Uday

#### **Program Background**

In Maharashtra, Nashik stands out as a key agricultural district with diverse crop production, despite the state's industrialization. As a major agro-commercial center, Nashik excels in aggregating, trading, and retrading agri-commodities like onions, tomatoes, and maize, and has the potential to create a market for organic and sustainable crops both locally and internationally. However, systematic efforts are needed to enhance Nashik's agricultural and industrial profile, including improving practices like integrated pest and nutrient management and providing better market access.

The Ankur Uday program aims to sustainably improve the livelihoods of small and marginal farmers in Dindori Block, Nashik district, by enhancing farmer capacity, strengthening local institutions, and promoting sustainable agricultural value chains. Additionally, it will improve water resource accessibility and sustainability through local governance structures and boost socioeconomic outcomes for women through financial literacy and business skills training, linking them to financial services and government schemes.

#### Objectives

- Enhance local water recharge capacity by making water resources more structures to build ownership of the water infrastructure.
- Improve socio-economic outcomes for women in the target villages them to relevant financial services and government schemes.



Build farmer capacity and strengthen local institutions to promote regenerative, sustainable, and remunerative agricultural value chains.

accessible and sustainable, and also by creating local governance

through training on financial literacy and business skills and linking



#### **ANNUAL REPORT 2022-23**

#### Success Stories FY 2022-23

•

Anita Ramesh Borade, a 42-year-old resident from Valkhed village in Dindori block, cultivates grapes, onions, and wheat and is a registered farmer with the Ankur-Uday Project. Her active participation in agriculture and business led villagers to ask her to become a director of Shetisanjivani Agro Farmer Producer Company Ltd. (SAFPCL).

Within a month, she mobilized 60 shareholders, with 30% being women. Anita installed vermicompost at home, boosting her farm yield, and she actively sells her farm's grapes and other crops. She motivates women to engage in farm business activities and supported SFPCL in earning INR 16.2 Lakh (USD 19,518) through grape trading by mobilizing farmers.

Anita plans to start the input business of SFPCL and aims to make the FPC profitable within a year to cover all expenses. Her leadership and dedication are driving the growth of SFPCL, inspiring many women in her village.

#### •



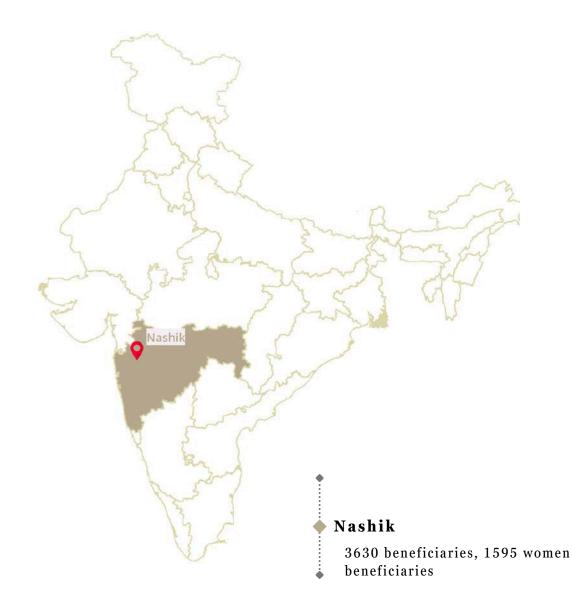
Vikram Rajaram Dhumne, a 38-year-old resident of Umrale Khurd village and a member of the Water User Committee. He owns a dug-well and farmland near a pond renovated in June 2022. This renovation has significantly benefited him and the village by increasing water percolation, resulting in greater water availability. Previously, the pond would dry up by February, but now it retains 30-40% water after rains, expected to last until June 2023. His well's water levels have also increased, allowing him to irrigate his farm beyond February.







In 2022, the TNS India Foundation launched the Ankur Uday program in Dindori block of **Nashik** District in Maharashtra.



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# Entrepreneurship

The contribution of Micro, Small, and Medium (MSME) enterprises in India's growth is well-acknowledged for its role in fostering entrepreneurship and employment, especially for women. There are nearly 6.3 crore (63 million) enterprises in the country as of December 2023. At TNS India Foundation, we recognize the potential of these micro-enterprises, that are led/ managed by women entrepreneurs. Our intervention approach goes beyond just skilling these entrepreneurs and supporting them in realizing tangible business outcomes for their enterprises. Our approach involves:

- 1. Improving technical and managerial capacity of the entrepreneurs
- 2. Promoting uptake of tech-enabled processes and products
- 3. Supporting in creating robust business models through customized advisory support.
- 4. Assisting in access to credit for operational scale-up and financial viability of the enterprises.



# Nano -Entrepreneurship

3005

Chava

#### **Program Background**

The micro, small, and medium enterprises (MSME) sector has significantly contributed to India's growth through innovation, diversification, and employment generation. With an estimated 63 million MSMEs, the sector contributes 37.54% of the GDP and employs nearly 110 million people.

Despite these promising figures, India's entrepreneurial ecosystem falls short of its potential due to the underutilization of women as business leaders. Gender-specific challenges hinder women's ability to start and grow businesses, including limited access to capital, markets, information, and networks. These challenges are exacerbated by a lack of skills, awareness, knowledge, and resources, creating barriers to financial inclusion and economic empowerment.

To address these issues, the **Nano-Entrepreneurship** program supported by Moody's Analytics was initiated in July 2022. The program aims to help women entrepreneurs overcome barriers and inequities, enabling them to improve the economic resilience and stability of their families and communities through entrepreneurial edeavors.

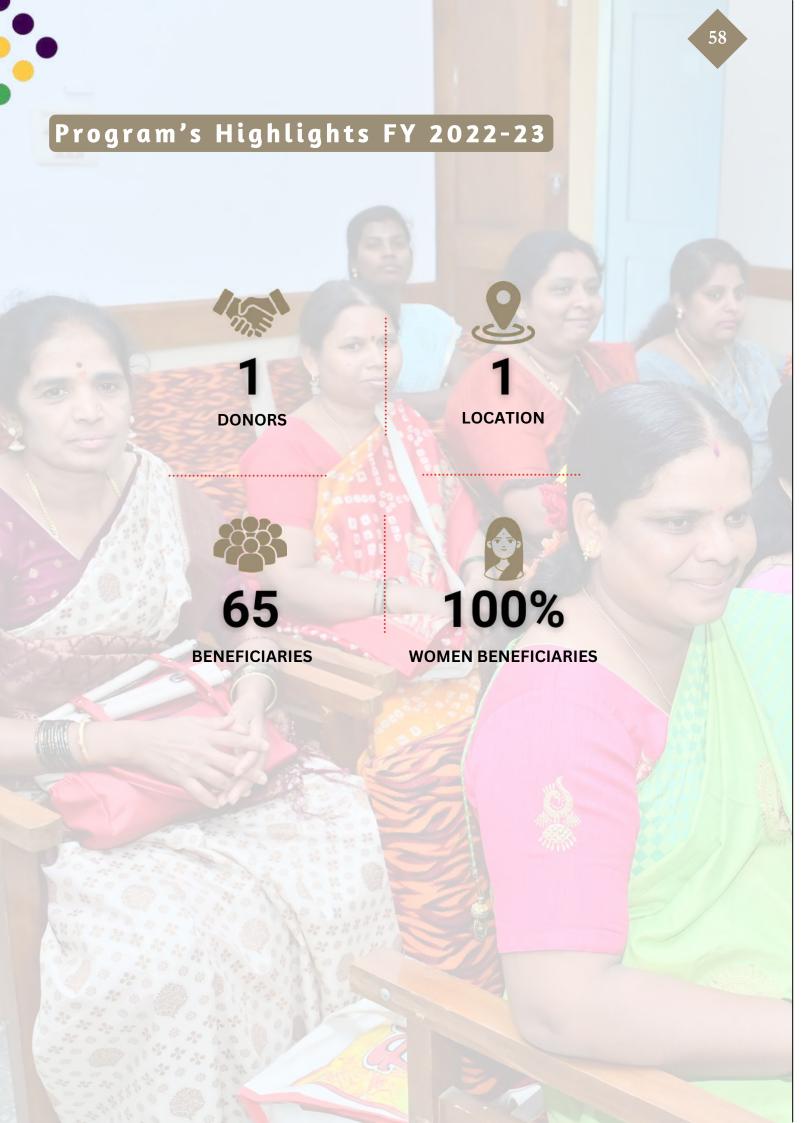
#### Objectives

- Equip women entrepreneurs with the business knowledge, skills, and tools to manage and grow their businesses effectively.
- Provide personalized and tailored mentorship to women entrepreneurs circumstances.
- Enhance women entrepreneurs' financial literacy levels by providing of various financing options available to them to grow their business.



catering to their specific needs, business goals, and personal

training on financial management and improving their understanding



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#### Success Stories FY 2022-23

•

Kamalamma, along with a friend from Vaderahalli, makes homemade millet mixes using 56 ingredients to boost nutrition and energy, targeting individuals with BP and sugar issues. Initially, she sold her products informally among friends and family. After attending TNS India Foundation's Nano-entrepreneurship program, she began participating in community events and exhibitions, increased her pricing from Rs.350 to Rs.500 (USD 4-6) per kg and started promoting her products through WhatsApp and local shops.

She now professionally packs her millet mixes in kraft standup pouches with branded labels and rates the program highly for knowledge and confidence. As a result of TNSIF training, her revenue and customer base have increased.





Jayashree runs a small papad-making business in Makali, Nelmanagala, primarily selling to friends and relatives for the past five years. She joined TNSIF's Nano-entrepreneurship program to enhance her business skills and market reach. Attentive and active in class, she rated the program 4 out of 5 for knowledge and 5 out of 5 for confidence.

After the program, she began participating in

local exhibitions, using promotional strategies like free sampling and bundled offers, and increased her product margins by Rs. 50 (USD 0.6) per packet. She now maintains her accounts diligently, initiated B2B partnerships with local shops and hotels, and added a new product, podis, to her line. Her key takeaway was the importance of professional packaging, and she plans to invest more in marketing and branding.

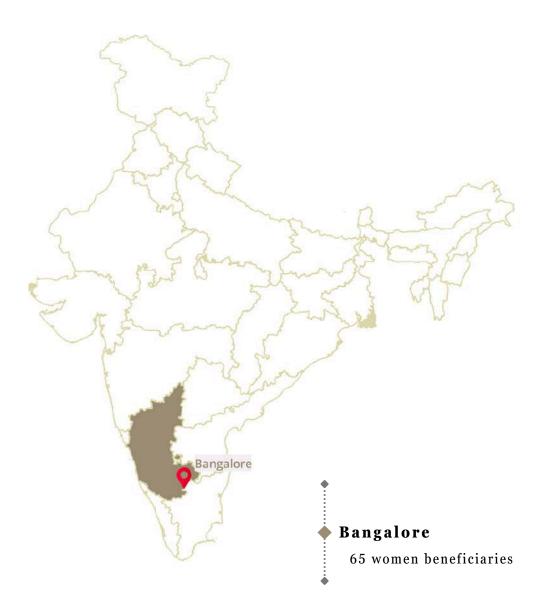




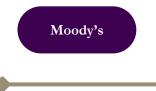


### Geographical Outreach FY 2022-23

TNS India Foundation's Nano-Entrepreneurship initiative was implemented in **Bangalore**, Karnataka, during FY 2022-23.

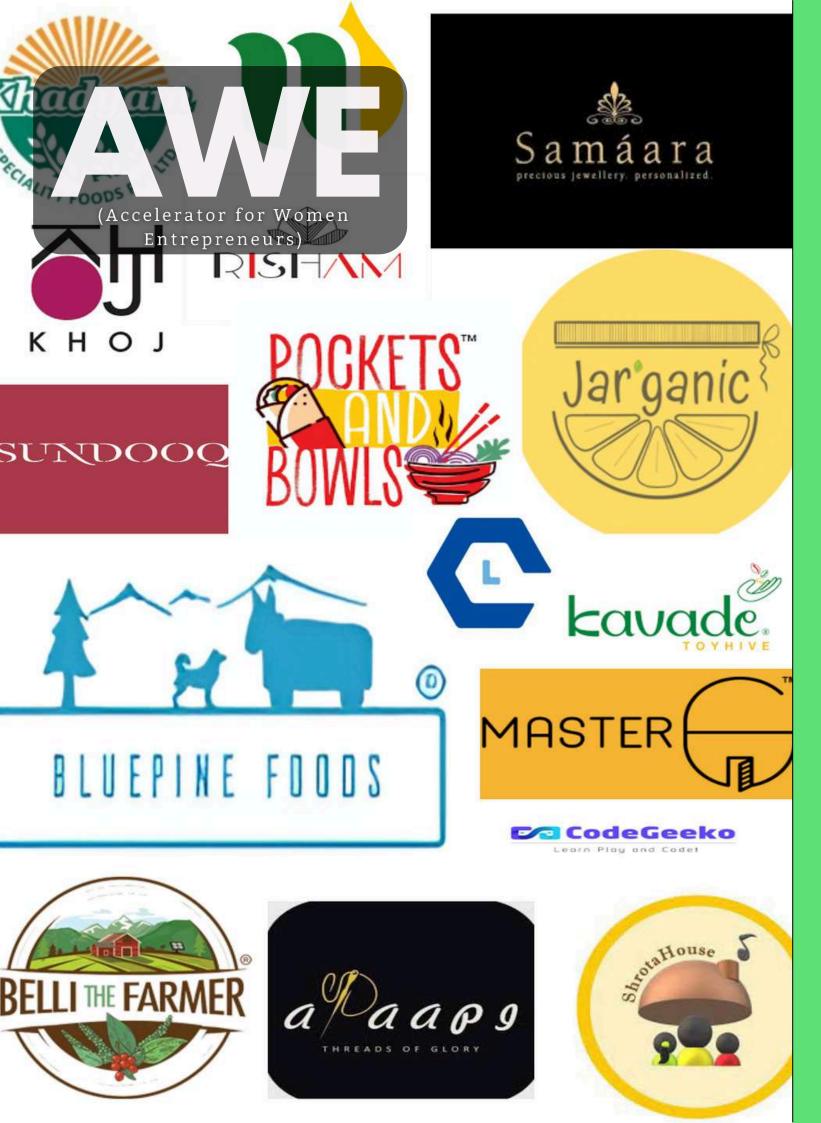


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#### **Program Background**

The Accelerator for Women Entrepreneurs (AWE) program, backed

by Moody's Analytics, began in April 2021 with the goal of empowering women entrepreneurs to surmount obstacles and inequalities. Its vision is to help them unlock their potential to enhance the economic resilience and stability of their families and communities through entrepreneurial initiatives.

#### Objectives

- **Engage External Partners:** The program engaged industry-specific sustainable packaging market options and outlook.
- the business.
- Support for Developing Business Pitches: The entrepreneurs were grant managers and investors.
- Utilize Workshops / Trainings: The coursework on Business and respective businesses.
- Program Tailored to Participant Needs: Under specialized 'Business management assistance, planning assistance, and marketing assistance.



experts for general and specialized mentoring sessions for the entrepreneurs. The requirements of the entrepreneurs ranged from understanding the role of FPOs in agriculture, funding options,

Business Plan Development: Nearly 85-90 hours were spent on preparing business model canvases, for which templates were shared with the entrepreneurs. This included identifying their businesses' pain-points and prioritizing key actions and setting long-term/ short-terms goals for

supported throughout the training and advisory sessions to develop professional and impactful pitches for their businesses. They were also trained on best strategies to develop and deliver pitches to prospective

Financial Management was conducted by IIM Bangalore and came with live classroom sessions, modules, tests, and assignments. This helped entrepreneurs gain the critical management skills and apply it to their

Advisory and Mentoring Sessions', the entrepreneurs were provided individual support in areas such as financial assistance, business



#### Impact Genome Scorecard® TNS India Foundation:

Accelerator for Women Entrepreneurs (AWE) (April 2021 - March 2022)

100%

100%

#### Program Overview

Business Development		
Direct Service		
Individuals		
\$62,560 USD		

#### Description

The vision of AWE program is to support women entrepreneurs overcome barriers and inequities and realize their potential to improve the economic resilience and stability of their families and communities through entrepreneurial endeavors. The program was implemented with the goal of accelerating women-led small and growing businesses in India through mentoring and coaching of selected women entrepreneurs.

**Program Logistics** Location: India

Beneficiaries

Adults (age 31-64)

Age

Sex

Female

#### Supporting Evidence

Verified Impact

93%

Efficacy Rate

% of beneficiaries achieving a

positive outcome

Outcomes

management skills, etc.)

pact Genome Assessn Very Extensive Extensive Moderate Limited

#### Impact Genome Insight (January 2023)

business entities and have a majority stake in it.

The program primarily served 29 high-potential women

entrepreneurs who are founders/ co-founders of their respective

TNS India engages women entrepreneurs in an online format with the goal of accelerating their business growth. Participants received both individual and group training from experts on the various topics of focus and were at times divided into groups based on their specific business needs such as business management, marketing, or finance. The organization conducted a survey at the end of the program that included questions on key business metrics as well as the perceived utility of various aspects of the training.

## Intervention Component Analysis

A05.01.04.01 Business Plan Development A05.01.08.06 Engage External Partners A05.01.07.11 Utilize Workshops / Trainings

#### Program Intensity

Contact Hours 85 hrs

A typical beneficiary, during the program period, underwent the following stages: 1. Screening and Selection: (3 Months) 2. Training in Business and Management Skills (5 Months) 2a: Classroom or remote training for entire group of entrepreneurs (35-40 hours per Entrepreneur) 2b: Business advisory support - 1:1 sessions with entrepreneurs and their Advisors (30 hours per Entrepreneur) 3. Training Aftercare support through Advisory and Mentoring Sessions (4 Months) 3a: Aftercare support - 1:1 or small group sessions with entrepreneurs and their Advisors (~16 Hours per Entrepreneur)

#### Sector Benchmark Data

Program Name Accelerator for Women Impact Genome Benchm

### Program's Impact Results

AWE program was delivered in 2021-22 while the post-closure impact survey under the program was conducted in 2022-23 by a third-party evaluator appointed by Moody's. This impact survey aimed at understanding participants' responses on improved conceptual knowledge & business skills, systems improvement, increase in customer base/ sales/ turnover, feedback on training quality, rating on different modules, and likelihood of recommendation.

The third-party external evaluation for AWE program was conducted by US-based Impact Genome which is a 'trusted, third-party resource that uses the world's leading standard for verifying the outcomes of social programs' (https://www.impactgenome.com/about).

The impact scorecard for AWE program showed that the program had a 93% efficacy rate, higher than the 'Impact Genome' Benchmark of 83%-92%.



#### **#of Entrepreneurs**

A total of **29** women entrepreneurs across India participated in the program



#### **Overall Program Rating**

3.78

On a scale of 1 (lowest) to 5 (highest) Entrepreneurs gave an average program rating of **3.78** 



Likelihood of Program Recommendation

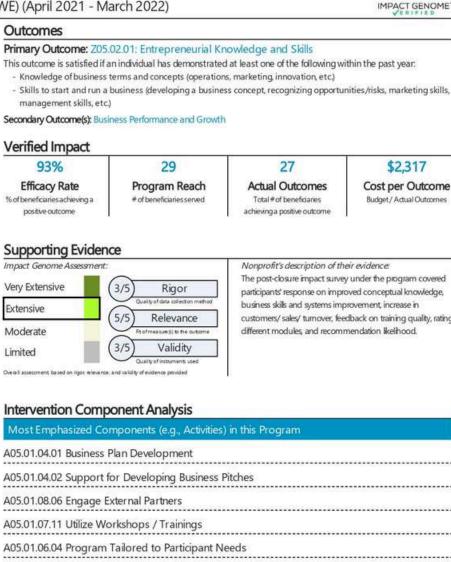
On a scale of 1 (lowest) to 5 (highest), entrepreneurs gave the rating of 4.17 for how likely they are to suggest the program to others.

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Duration	Frequency	Dosage
9 mths - 12 mths	2-3 times per mth	1 hr - 3 hrs

	Efficacy Rate	Cost Per Outcome	
Entrepreneurs (AWE)	93%	\$2,317	
nark <sup>*</sup> for this Outcome	83% - 92%	\$1,975 - \$3,592	



# **Digital Inclusion**

USAID and Reliance Foundation partnered under Women Connect Challenge (WCC) India to help bridge the gender digital divide in India. TNS India Foundation, which was one of 10 grantees in India, joined hands with Reliance Foundation in July 2021 to work towards bridging the prevalent gender digital divide in the program geography. The program laid special focus on women since they are found to lack access or ownership of mobile phone devices thereby making it difficult for them to access various social and economic opportunities.

GENDER Equality 5

66





#### **Program Background**

India's rapid digital transformation has not equally benefited all sectors and demographics, particularly highlighting disparities across urban-rural divides and gender lines. Rural women, facing significant barriers including household and community gatekeepers, are often excluded from digital technologies and their benefits. The Bridging the Digital Divide (BDD) program in Bikaner aimed to address these challenges in rural Rajasthan by upskilling women in digital literacy and fostering support among men as enablers. The program featured tailored training modules covering digital applications (Google, Google Voice Assistant, Youtube, Krishify, Haqdarshaq, and PhonePe etc.), risk management, and practical smartphone usage, supported by community advocates and local leaders to promote digital inclusion at the village level.

Under this program, 1650 rural women and 1114 rural men were trained on enhancing digital literacy skills.

#### Objectives

- Enhance women's digital literacy through targeted training programs.
- Increase women's access to and proficiency in smartphone usage.
- Boost women's confidence in navigating and utilizing smartphone applications.
- Cultivate community advocates to champion and support women in adopting digital technologies.







#### Program's Impact Results

The program's objective of digital inclusion of rural communities, particularly women, was met through three program promoted applications- Krishify (an agricultural information application for farmers), Haqdarshak (a social security scheme information application) and PhonePe (a digital payments application), (apart from applications like Google and YouTube) selected after a needs assessment among the target beneficiaries. These applications were newly introduced into the intervention to train women on its usage and adoption.

Under impact assessment, a sample-based survey was done with 239 engaged women used at least at one program-promoted apps (Google, Google Voice Assistant, Youtube, Krishify, Haqdarshaq, and PhonePe etc.), to understand improvement in digital literacy. This included awareness and adoption of key digital applications and program-promoted apps.

Program-promoted Applications	Awareness	Adoption
Agricultural Information	<b>51%</b>	<b>44%</b>
( <b>Krishify</b> )	(122 out of 239 women)	(54 out of 122 women)
Digital Payments	<b>47%</b>	<b>13%</b>
( <b>PhonePe, Google Pay etc.</b> )	(112 out of 239 women)	(15 out of 112 women)
Government Schemes	<b>40%</b>	<b>59%</b>
( <b>Haqdarshaq</b> + <b>Google</b> )	(97 out of 239 women)	(57 out of 97 women)
Weather Advisory	<mark>62%</mark>	<b>72%</b>
( <b>Krishify</b> + <b>Google</b> )	(148 out of 239 women)	(106 out of 148 women)
Accessing and Making Videos	<mark>67%</mark>	<b>81%</b>
( <b>YouTube</b> )	(160 out of 239 women)	(130 out of 160 women)

#### Supported By -









# Social Media Presence & Engagement





In FY 2022-23, TNS India Foundation's Campus to Corporate Careers (C2C) program achieved significant recognition for its impactful contributions to youth employability. On 27th August 2022, the C2C program was honored with the prestigious "Best Skill Development Program Initiative of the Year - 2022" award by the Indian CSR Awards. The award ceremony, held in Gurgaon, India, saw the award handed over by Dr. Kiran Bedi, the former Lt. Governor of Puducherry and the first woman IPS officer in India.

The Indian CSR Awards' recognition underscores the C2C program's excellence and significant impact on young individuals' lives. This award testifies to the dedication of the TNS India Foundation team and the positive outcomes of their innovative training methods. By fostering skill development and enhancing employability, the C2C program contributes to sustainable economic growth and social upliftment.



**ANNUAL REPORT 2022-23** 









### Income & Expenditure

	TNS INDIA CIN:U85191M STATEMENT OF INCOME AND EXPENDITUE
	Particulars
Income	
	rom Operations
Other Inco	
Total Rev	enue
Expenses	
	Benefits Expense
Finance C	osis
	ion and Amortization Expense
Other Exp	
Total Exp	
Surplus /	Deficit before exceptional and extraordinary items and ta
Exception	nal Items
Surplus/I	Deficit before extraordinary items and tax
Extraord	inary Items
Surplus b	efore tax
Tax Expe	nse:
(1) Curren	
(2) Defen	
Surplus/(	Deficit) for the period
Earnings	per equity share:
Basic & D	
Summary	of significant Accounting Policies
The accord	npanying notes are an integral part of the financial statements
As Per O	ur Report Of Even Date
	KAPADIA & CO.
Firm Reg	d Accountants istration No. 104767WLAPADIA
	2 0
	0
	(* MUMBAI )*
N	Charlered Accourt
don	Clerent actor
Rajen As	har
Partner	
Members	hip No. 048243
Place: M	ambai
	August 2023

### Balance Sheet

#### TNS INDIA FOUNDATION CIN:U85191MH2012NPL236277 BALANCE SHEET AS AT MARCH 31, 2023

Particulars	Note No.	As at March 31, 2023	As at March 31, 2022
EQUITY AND LIABILITIES		1	
Shareholders' Funds	1		
Share Capital	3	1.00	1.00
Reserves and Surplus	4	135.60	(0.21)
2011-001-001-001-001-001-001-001-001-001		136.60	0.79
Non-Current Liabilities	1		
Long Term Provisions	7		
Current Liabilities		0.00	
Short-Term Borrowings		-	
Trade Payables			
Total outstanding dues of micro enterprises and small enterprises			E
Total outstanding dues of trade payable and acceptance other then micro		ALZ/ARMONT-	
enterprises and small enterprises	5	0.13	6.22
Other Current Liabilities	6	60.03	217.59
Short-Term Provisions	7		
		60.16	223.81
TOTAL	. I	196.77	224.60
ASSETS	( I		
Non-Current Assets	6 1		
Property, Plant and Equipment	Annexure A	2.40	
Other Non-Current Assets	8	17.94 20.34	11.67
Current Assets		20.04	11.07
Trade Receivables	9		-
Cash and Cash Equivalent	10	136.33	151.58
Short-Term Loans and Advances	11	35.16	23.36
Other Current Assets	12	4.93	37.99
		176.43	212.93
TOTAL	i	196.77	224.60
Summary of significant Accounting Policies	1&2		
The Notes referred to above form an integral part of the Balance Sheet			
As Per Our Report Of Even Date For G.M. KAPADIA & CO.		For and on behalf of th TNS INDIA FOUNDA	
Chartered Accountants			
Firm Registration No. 104767W			01
PADIA		OIA	- Aller
KAPADIA 8		3	NZM.
NY IS		1 , 0 1	The SET
( MUMBAI )*		mp safety	A A
Rajen Ashar		Rupa Bohra	Kartek Kini
Partner		Managing Director	Director
Rajen Ashar Partner Membership No. 048243		DIN No. 09453076	DIN No. 09461341
Place: Mumbai		Place: Mumbai	Place: Mumbai
		Date : 11 August 2023	Date : 11 August 2023



		(Amount in Lakhs)
Note No.	As at March 31, 2023	As at March 31, 2022
13	1,646.54	464.15
14	3.63	7.60 471.75
	1,050.17	471.75
15	827.36	532.83
Annexure A 16	0.37 686.63	243.31
10	1,514.35	776.14
	135.82	(304.38)
	•	
	135.82	(304.38)
	135.82	(304.38)
	135.82	(304.38)
18 1 & 2	1,358.18	(3,043.85)
	For and on behalf of the Bo TNS INDIA FOUNDATION	
	Impr the four	ranghr
	Rupa Bohra	Kartik Kini,
	Managing Director	Director
	DIN No. 09453076	DIN No. 09461341
	Place: Mumbai	Place: Mumbai
		Date : 11 August 2023





### **Q** Registered Address:

302, Wellington Business Park 2, Andheri - Kurla Rd, Andheri East, Mumbai, Maharashtra - 400069

### **Website**:

www.tnsindiafoundation.org

Tel: 022-28501625

M Email: info@tnsif.org

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in

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www.youtube.com/@tnsindiafoundation160