



# Annual Report

2022 - 23





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# Executive Summary

## Overview

Delighted to present this Annual Report 2022-23, which records the work done and accomplishments of the year. We have directly and indirectly reached 960,648 households during the year.

## Models

**3Fold:** Value chain establishment, technology-enabled transactions and supply chain readiness created to improve the wealth, resilience and responsibility of 25,537 smallholder farmer households. Three new farmer producer companies established during the year. An institutional arrangement called Catalyst Livelihood Venture has been reached Vrutti and its group organisations, Fuzhio and CMS, to facilitate business worth 100 crores through agri-sales and capital access, and improve the wealth and resilience of one lakh small entrepreneurs across 10 locations between 2022-25.

**Economic Resilience:** Curating a scalable model for building the economic resilience of vulnerable populations across 6,000 households together with three implementation partners and Community Action Collab (CAC).

**Platform for Inclusive Entrepreneurship (PIE):** Common unified interface for producer collectives, market players, and service providers including NGOs, Government and other amplification networks with as many as 4,966 transactions worth Rs 3.6 crores covering 15,500 shareholders.

## Projects

- **Farmers :** Covering 23,856 households across the domains of livelihoods, animal husbandry and rural development in the five states of Telangana, Karnataka, Maharashtra, Chattisgarh and Madhya Pradesh.
- **FishMARC:** Building economic resilience, development of agency and collectivisation of 8,300 women fish vendors across the three locations of Kerala, Tamil Nadu and Maharashtra. Fish Vendor Companies promoted in Chennai and Mumbai
- **Micro, Small and Medium Enterprises (MSMEs):** 25,039 MSME complete learning 10% of them are WOB - 2500. 3,553 MSMEs are connected to e-Commerce and 970 of them actively selling on FlipKart.
- **Women owned Business (WoB):** Development of nano enterprises of 750 women beautypreneurs through comprehensive beauty-related capacity building services in Tamil Nadu, Karnataka and Uttar Pradesh

**V-LIFE:** Financial Services facilitated to 4,126 Farmers & WFVs and working capital facilitated for 12 FPOs. Disbursement of Rs 9.14 Cr.

## Great Place to Work

Vrutti has been recognised as Great Place to Work-Certified™ Organisation by the Great Place To Work® Institute for the period December 2022 - December 2023 after a judicious anonymous survey covering all employees and the management.



# Chairperson Speaks

Dr. C. Vijayalakshmi

We, at Vrutti have completed 20 years of productive work and are on our way to strengthening, consolidating, and reaching out to new frontiers.

I would like to take this opportunity to highlight a reality that we can no longer afford to ignore. Climate change is impacting the lives of smallholder farmers and other marginalised communities in more ways than one. Our path lies in imbibing and inculcating measures and practices to help them be resilient and bounce forward in the face of climate disasters.

I am happy to note that initiatives in this direction have already begun in Pudukkottai of Tamil Nadu where we have introduced a concept called 'Climate Smart Village'. Preparatory steps for a survey are underway in Thiruvankulam and Karambakudi blocks of Pudukkottai to assess and map the extent of climatic interventions in the lives of a farmer.

Tree plantation is essential to reduce the negative impacts of climate action by carbon sequestration. During 2022-23, we have successfully planted over 43,000 saplings in Talasari and Kanakapura locations. What's more, our teams are at work to ensure that the saplings are cared for and are supported to reach maturity.

Strengthening community-level institutions is a significant facet of our 3Fold model of making farmers wealthy, resilient, and responsible. It is indeed heartening that directed efforts have been taken towards building the collective strength of tribal farmers through the formation of FPOs.

Vrutti has promoted two tribal FPOs during the year 2022-23. They are the Adivasi Sammakka Saralamma Farmer Producer Company in Mulugu of Telangana and the Talasari Adivasi Farmers Producer Company Pvt. Ltd. in Palghar district of Maharashtra.

Women fish vendors (WFOs) constitute yet another marginalised section of our society. During 2022-23, we have served 8,300 fisherfolk, including WFOs and their family members. In a significant step towards collectivising the loosely knit WFO population, we are in the process of incorporating two producer companies, viz., Daryavardi Producer Company in Mumbai and Kadal Arasi Producer Company Ltd. in Chennai.



In my last interaction with you through the medium of the Vrutti Annual Report, I spoke about the need to accelerate technology interventions. It pleases me to report promising progress next year with our Platform for Inclusive Entrepreneurship (PIE) reaching out to as many as 17 lakh farmers of Andhra Pradesh engaged in natural farming. Farmers have also started purchasing agricultural inputs and selling their commodities through this, in a successful demonstration of technology-enabled marketing.

Our work would be incomplete without the generous support of our donors and partners. We are extremely grateful for their timely support, advice, and guidance. My sincere thanks to members of the Vrutti team, who have contributed to making 2022-23 a successful year.



# Chief Mentor's Desk

Collaboration for transformative livelihood solutions - this should be our mantra as Vrutti crosses the threshold of two decades of functioning. This is especially important as we have committed to building the wealth and resilience of small producers and vulnerable communities, and enhance their well-being.

While on collaboration, I would like to highlight an effective coming together of group organisations during the year 2022-23 through the Catalyst Livelihood Venture (CLV).

I am happy that three of the Catalyst Group organisations worked in tandem to achieve the larger goal of “facilitating business worth 100 crores through agri-sales and capital access, for smallholder farmers across 10 locations between 2022-25.” Vrutti, Fuzhio and Catalyst Management Services (CMS) have arrived at a common platform to “improve the wealth and resilience of one lakh small entrepreneurs.”

Catalyst Livelihood Venture is an institutional arrangement between these group organisations to accelerate Vrutti's ongoing efforts in executing our flagship 3Fold model.

The collaborative effort has proved to be fruitful if one goes by the numbers from April to August 2022, to cite an example. During a five-month period, CLV has engaged 45,000+ farmers and recorded a turnover of Rs 2.7 crores.

The agenda for collaboration was not ad-hoc. It was well thought-after, with a joint unified business plan across Vrutti, CMS and Fuzhio with a clear earmarking of who would do what. Sustained engagement was clearly laid out with daily interactions with supply chain specialists, daily working group meetings and weekly steering group meetings. Standard protocols and best practices were put in place.

Each organisation decided to work on its strengths. Vrutti put in place the sustainable practices and the supply chain readiness. Fuzhio operated as a market agent on behalf of the farmer producer organisations (FPOs) and offered relevant market information intelligence. It is pertinent to point out here that technology was effectively leveraged to digitise market transactions across the value chain. CMS pitched in with quality assurance systems and worked to build business partnerships.

The write-up thus far might give the impression that all was very picture-perfect and rosy. But it was not quite the case.

CLV's first attempt at green gram output marketing in Bankhedi, Madhya Pradesh was a failure. Similarly, CLV had a major learning through its custard apple pulp marketing. The pre-preps and marketing was intense but the team failed to factor in the possibility of supply crunch when looking at buying opportunities. Climate-change-led incessant rains during the flowering stage of custard apples resulted in a much-reduced pulp output, leading to our inability to supply the contracted amount to the buyer.

The reason I am pointing out all these is not to highlight a failure! What is important is to see the larger picture and not be bogged down by failures. Collaborations might bring initial failures, but the right approach and attitude can lead to greater results. What is important is to fail for the right reasons, learn and grow! Wishing you all the very best!



**N Raghunathan**

# Message from the CEO

S Balakrishnan

I am happy to be reuniting with you all in this space with updates of more milestones and achievements.

Our strategic intent is to make small producers three times more profitable through our livelihood transformation model besides supporting the marginalised and vulnerable communities. While my team and I would never be satisfied enough, it is gratifying to note that my 281 dear colleagues have directly and indirectly reached 960,648 households during the year 2022-23.

Let me begin with our flagship 3Fold model. The model works to create wealthy, resilient and responsible small producers through Business Acceleration Units (BAUs). During the reporting year, eight out of the total nine BAUs have established at least one value chain, bringing in a constructive difference in the lives of smallholder farmers and marginal labourers.

The role of a farmer producer company (FPC) is to give strength and voice to the farmers. During this year, we have taken a positive step ahead in this direction by enabling the incorporation of three new FPCs in Balod, Chhattisgarh; Talasari, Maharashtra and Mulugu, Telangana, taking the total count of Vrutti promoted companies to more than 100.

Infusion of technology has also been appreciable with 23 FPCs adopting the IE App - a social inclusion digital platform - for their transactions. Furthermore, the accounting software Tally is being successfully used by all the FPCs, thus streamlining our financial reporting processes to a great extent. A pilot is underway on technology apps like Urvi and SurveyCTO in one BAU.



Women fish vendors (WFOs) are another constituency that we actively engage with. Two new women fish vendor producer companies were promoted during 2022-23. This apart, women fish vendors have been enabled to access services and entitlements through collaboration with relevant institutions and through their own resources.

Our Projects vertical reached around 35,000 households in 20 locations through simple and strategic projects. In a significant step towards ensuring sustainability, two project locations - Talasari and Balod - graduated as 3Fold locations.

As many as 25,039 micro, small and medium enterprises completed their learning in 22-23, of which 10% were women-owned businesses. Nearly 1,000 MSMEs are now active in e-commerce thus opening up wider marketing avenues.

Our financial services wing, V-LIFE facilitated finances for 4,126 farmers & WFOs and 12 FPOs to the tune of Rs 9.14 crores.

I take pride in saying that Vrutti - a part of the mighty Catalyst Group - is a great place to work. A formal certification was all we needed! Vrutti has been recognised as Great Place to Work during the year after a judicious anonymous survey covering all employees and the management.

Last but not the least, I would like to extend my sincere thanks to our communities, my team, partners, donors and colleagues from the Catalyst Group for supporting us in our journey of touching and transforming lives. Looking forward to your continued support ...

# About Vrutti

Vrutti is a not-for-profit organisation headquartered in Bengaluru, Karnataka. Founded by IRMA Graduates in 2002, it is a part of the larger Catalyst Group, a 28-year-old institution that has made a difference to the lives and livelihoods of over a million poor and the marginalised.



Enhancing People's Well-being  
through Knowledge, Innovations  
and Transformative Actions



Building Wealth and Resilience of  
Small Producers and Vulnerable  
Communities through Transformative  
Livelihoods Solutions

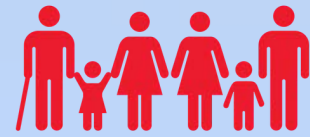
Our work is enriched by the strong support of Catalyst Group organisations – Swasti, Fuzhio, Catalyst Foundation, GREEN Foundation, Catalyst Foundation, Impact Catalyst Foundation, Upfront and Catalyst Management Services.





# Vrutti's Priority SDGs

## 1 NO POVERTY



Poverty reduction of farmers, marginalised communities, women fish vendors and women entrepreneurs

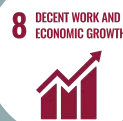
### SDG 5

Women are groomed to take up positions of leadership and responsibility, from the base level institutions to apex community organisations



### SDG 8

Facilitating decent work and economic growth for the communities, enabling well-being and holistic development



### SDG 10

Commitment to provide an equal space and footing for women, thereby reducing inequalities



### SDG 12

Sustainable agricultural practices encouraged among our smallholder farmers and environment-friendly production processes employed



### SDG 13

Systematic assessment of risks and vulnerabilities to climate change, its impact on smallholder farmers and their current knowledge, skill levels to mitigate, adapt and improve coping mechanisms



### SDG 14

Working to empower the fisherfolk and ensure that life below water is sustainable



### SDG 15

Aiming to achieve biodiversity conservation through promotion of regenerative agriculture practices and ensure that life on land is sustainable



### SDG 17

Partnerships with Government and other stakeholders to leverage their expertise and improve our community engagement



# MODELS

- » 3Fold
- » Economic Resilience
- » Platform for Inclusive Entrepreneurship (PIE)

# 3FOLD

Creating wealthy, resilient and responsible farmers



Vrutti's flagship 3Fold model is about building wealthy, resilient and responsible farmers – making them successful entrepreneurs, and sustained job creators, having their income increased by three times. It addresses the key gaps of lack of integrated services (end-to-end); need for 'diversified options' (value addition, farm, allied and off-farm), augmented by 'integrators/activators at field level' and 'technology'. Vrutti incubates clusters called Business Acceleration Units (BAUs) to create a sustainable ecosystem.





### 3FOLD SUMMARY

6 states we work in

**Tamil Nadu, Andhra Pradesh,  
Karnataka, Madhya Pradesh,  
Chattisgarh, Maharashtra**

8

**Business Acceleration  
Units (BAUs)**

29

**Farmer Producer  
Organisations  
(FPOs) we work with**

25,537

**Households we reach**

102,148

**Total population**

### HIGHLIGHTS

8

out of 9 BAUs have at  
least one established  
value chain

24







out of the 29 FPCs have adopted  
the digital solution - IE app - for  
their transactions

3Fold model readiness  
with evidence building for  
scale is in progress

## 3Fold: A Bundle of 6C Services

The 3Fold journey starts with the creation of a farm level household development plan, business planning for enterprises and potential diversification. To give strength to the smallholder farmers and give them a collective voice, 3Fold envisages the construction of producer institutions, enterprises and organisations. As farmers become shareholders of the FPOs, their capacities are enhanced by giving training on various aspects including climate smart agricultural practices, animal husbandry, soil and water conservation, enterprise planning and management, value addition, and market pricing.

To help the farmers get a fair price for their produce and to overcome the exploitative practise of middlemen trading, channel provides for developing supply chains and market linkages. Connects with the markets, scientific community and the public are fostered under the model. Capital helps farmers with financial services such as low cost credit through formal institutions besides covering risk through individual insurance, crop insurance and insurance for animals.

|  |  |   |
|--|--|---|
|  <p>Creation of products, farm portfolio, micro businesses, value chain, innovations</p> <p><b>Create</b></p> <p><b>18,073</b> farm plans developed so far</p> <p><b>751</b> enterprises promoted</p> |  <p>Producer institutions, enterprises, organisations</p> <p><b>Construct</b></p> <p><b>183</b> Farmer Interest Groups formed during the year</p> <p><b>2,766</b> shareholder farmers mobilised during the year</p>                                 |  <p>Training, Advisory, Handholding, Infrastructure</p> <p><b>Capacity</b></p> <p><b>1,103</b> crop &amp; animal husbandry training programmes</p> <p><b>267</b> financial &amp; digital literacy sessions</p> <p><b>141</b> Board Members trained on FPO management</p> |
|  <p>Supply chain, market linkages</p> <p><b>Channel</b></p> <p><b>16,490</b> farmers - Input supply</p> <p><b>5,038</b> farmers - Output procured</p> <p><b>Rs 8.1 crores</b> - Business turnover</p> |  <p>Digital solutions, partnerships</p> <p><b>Connect</b></p> <p><b>10</b> institutional partnerships established</p> <p><b>24</b> FPOs used I-Enterprise application for business transactions   <b>29</b> FPOs used Tally accounting software</p> |  <p>Debt equity, working capital, insurance</p> <p><b>Capital</b></p> <p><b>Rs 7.8 crores</b> to <b>4,126</b> farmers at interest rates of 12-18%</p> <p><b>Rs 1.34 crore</b> working capital to 12 FPOs</p>   |

- Village-wise micro business plan developed and consolidated at all levels across all BAUs during the year 2022-23.
- Commodity Marketing Database having details of vendors, buyers, and other service providers developed after due diligence across all BAUs with support from Catalyst Livelihood Venture (CLV), an institutional arrangement between Vrutti, CMS and Fuzhio, for accelerating the 3Fold model.

## BAU Profile



### **Pudukkottai BAU, Pudukkottai District, Tamil Nadu**

- Ambuliaaru Agriculture Producer Company Limited (APCL)
- Mukkanicholai APCL
- Karambakudi Pasumai APCL

Major Crops: Paddy, Black gram, Groundnut



### **Kurnool BAU, Kurnool District, Andhra Pradesh**

- Bethamcherla Abhyudaya FPCL
- Jaladurgam FPCL
- Dhone FPCL
- Bugganpalli FPCL
- Peapuly FPCL
- Kocheruvu FPCL

Major Crops: Pulses, Millet, Groundnut



### **Kanakapura BAU, Ramnagara District, Karnataka**

- Janadhanya Farmers Producer Company Limited

Major Crops: Millet, Oilseeds, Pulses



### **Bageppalli BAU, Chikkaballapura District, Karnataka**

- Mokshagundam Vishweshwarayya Farmer Producer Company Limited (FPCL)
- Yellampalli FPCL
- Chitravathi FPCL

Major Crops: Maize, Groundnut, Vegetables



## BAU Profile



### **Kalaburagi BAU, Kalaburagi & Yadgir District, Karnataka**

- Nisarga FPCL
- Krishikabandhu FPCL
- Balbhimeemasena FPCL
- Kagina FPCL
- Rohini Krishikara Producer Company Limited
- Nrupathunga FPCL
- Kayaka FPCL
- Punarvasu FPCL
- Bagyodhaya FPCL
- Beemathera FPCL

Major Crops: Red gram, Bengal gram, Soya



### **Bankhedi BAU, Hoshangabad District Madhya Pradesh**

- Moneshwar FPCL
- Dhenuka Dairy FPCL

Major Crops: Paddy, Wheat, Maize



### **Kanker BAU, Kanker District, Chattisgarh**

- Mahanadi FPCL
- Ghadiya FPCL

Major Crops: Non-Timber Forest Products, Maize, Millets

## BAU Profile



### Balod BAU, Balod District, Chattisgarh

- Balod Hareli Farmers Company Limited

Major Crops: Paddy, Bengal gram, Kesari

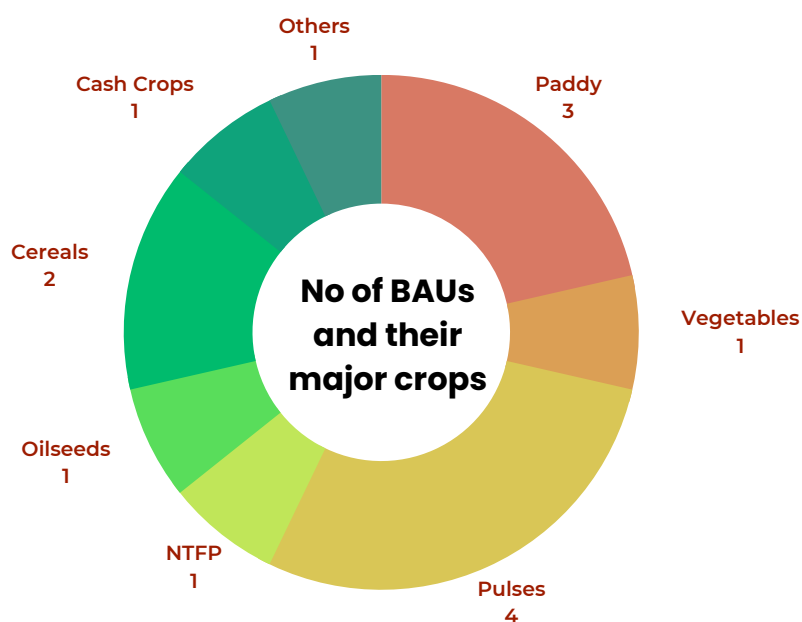


### Talasari BAU, Palghar District Maharashtra

- Talasari Adivasi Farmers Producer Company Private Limited

Major Crops: Paddy, Chilli, Mango, Cashew

Vrutti FPOs support the entire gamut of farmers who cater to the various food consumption needs of our population, from cereals and pulses to oil seeds, non timber forest products and vegetables.



## Cashewnut Processing Unit

A cashewnut processing unit was established in Talasari block of Palghar district in Maharashtra under the 3Fold with the support of Larsen and Toubro Public Charitable Trust (LTPCT) during March 2022 and February 2023, aimed to help the farmers avoid the exploitation in the hands of traders and to help the farmers fetch a better value for their products. Further, the unit had the objective of providing value addition to the cashewnuts produced by the tribal farmers and to provide seasonal employment to the tribal youths and women in the region.

To assess, understand and validate the above potential and scope, Vrutti undertook a baseline random survey of 328 farmers across Gram Panchayats and 30 habitations.

The processing unit is located at Leelakpada, a habitation of Kawada village in Talasari Block, which is established in partnership with LTPCT, BAIF Development Research Foundation and Vrutti. It has the capacity to process 80 MT cashewnuts every year. LTPCT has funded the project, while BAIF provided technical support and on-ground project execution was by Vrutti.





## Awards for Best FPOs



The Mukkanicholai Agriculture Producer Company Limited (MAPCL) promoted by Vrutti in Pudukkottai district of Tamil Nadu has won the Best NABARD FPO Award in the district for the year 2021-22.

The District Collector Smt Kavitha Ramu gave away the award to FPO staff members at a function to inaugurate the NABARD Cluster Office in Pudukkottai on 10 June 2022. Shri G Santhanam, DGM, NABARD, TNRO and Shri R Sivakumar, Joint Director, Agriculture, Pudukkottai were also present.

The MAPCL was selected for the Award based on factors like business turnover, community mobilisation, linkages and women participation.



The Chittravathi FPCL promoted by Vrutti in Chikkaballapur district of Karnataka has received the award instituted by NABARD for best performing farmer producer organisations (FPOs) in the state during the year 2021-22.

The Chief General Manager of NABARD Shri T Ramesh gave away the award to Shri Venkateshappa, Chairman & Shri Narasimha Murthy, CEO, Chittravathi FPO & 3Fold Lead, Karnataka, at a function held in Bengaluru on 12 July 2022 to mark the 41st Foundation Day of NABARD.

The Vice-Chancellor, University of Agricultural Sciences, Bangalore Dr. Rajendra Prasad; Executive Director, Canara Bank Shri Brij Mohan Sharma and Chief General Manager, State Bank of India, Bengaluru circle Shri Nand Kishore were also present.

Chittravathi is one of the three FPOs selected for best performance from among 352 shortlisted farmer organisations in Karnataka. The criteria for selection were membership in FPO; input-output business generated; product handling, and assets created.





# ECONOMIC RESILIENCE



## Economic Resilience

The Covid pandemic taught us many things. Primarily, it taught us the importance of building the resilience of the marginalised communities and vulnerable people to bounce forward. During the pandemic, the Catalyst Group of which Vrutti is a proud member, incubated an all-India collaborative called #COVIDActionCollab to provide relief, recovery and build resilience among the most vulnerable communities.

As the seriousness of the pandemic ebbed away, the COVIDActionCollab evolved as Community Action Collab (CAC) – a dynamic humanitarian emergency platform that builds the resilience of vulnerable people and their institutions, in their everyday emergencies, and is ready for future humanitarian crises (climate & health).

A major portion of Vrutti's work has revolved around building the resilience of the marginalized communities by equipping them to bounce back if there are any disasters or shocks. Economic resilience is central to building the overall resilience of our communities.

In this regard, Vrutti is leading an Economic Resilience (ER) pilot together with **Skoll Foundation** and **Vitol Foundation**. The initiative under the umbrella of the CAC is all about building resilience in a manner that restores hope and power within the hands of vulnerable communities.



The ER pilot is working towards curating a scalable model for building the economic resilience of households belonging to vulnerable populations. The model will include learning from the two-year implementation at three locations. CAC and Vrutti are planning to pitch the model to agencies and help millions of households reach scale.

Four key approaches have been evolved to build economic resilience under the Economic Resilience Impact Canvas. The Impact Canvas is a platform created by Vrutti to look into systemic problems that became more visible during the pandemic and to curate solutions for these problems. The idea was to come up with solutions that could be implemented at scale.

These four approaches, designed together with partners and advisors of the Impact Canvas, are Conservation, Diversification, Aggregation, and Risk Pooling (CDAR).

### Conservation

Focus on protecting the existing resources and sources of income and reducing expenses by meeting the basic needs.

### Diversification

Bring in more income-generating aspects to the existing source of income and reduce the risk of one source being affected by a shock.

### Aggregation

Aggregation is the coming together to create better social capacity through collective voices and better negotiation of interests among different actors.

### Risk Pooling

Build mechanisms to reduce risks to income sources and assets, including creating social and physical resources to manage risks & mitigating them.

The ER pilot has three implementing partners viz., **Head Held High, Transform Rural India Foundation**, and **Gopabandu Seva Parishad**. As part of the ER pilot, Vrutti is working with 2,000 households each in **Gulbarga, Karnataka; Barwani, Madhya Pradesh** and **Puri, Odisha**.

## Economic Resilience

"We started off with understanding the concept of resilience from the household level itself. We realized that resilience is different for different people. What I call my resilience might not be what you would call your resilience. So it is very important for the household to define what their resilience is," said Vrutti representative Sandhra Jose in an interview that appeared on the website of the Solutions Insight Lab on 16 February 2023.

The Solutions Insights Lab website was created through a partnership between the Skoll Foundation and Solutions Insights Lab, an initiative of the Solutions Journalism Network. Structured interviews conducted with representatives from organisations that have received support from the Skoll Foundation over the past 20 years have been covered in the Solutions Insights Lab.



<https://whatsworkingsolutions.org/resource/interview-with-sandhra-jose-vrutti/>  
[https://sjn-static.s3.amazonaws.com/solutions-insights-lab/Complete+Interview+with+Sandhra+Jose+\(Vrutti\)+Transcript.pdf](https://sjn-static.s3.amazonaws.com/solutions-insights-lab/Complete+Interview+with+Sandhra+Jose+(Vrutti)+Transcript.pdf)

### Key Stakeholders

skoll

Vitol Foundation

COMMUNITY  
ACTIONCOLLAB  
Catalysing a resilient world

Head Held High



trr Transform Rural India





# PLATFORM FOR INCLUSIVE ENTREPRENEURSHIP (PIE)

PIE is a partnership between Vrutti, Industree and Platform Commons Foundation, which operates across a broad front to help more than 100 million small farmers and artisans in India.

## Foundation to reach scale through Technology Solutions

### 6C Model

Each 'C' is a core component critical for building sustainable value chains. The 6Cs need to operate in tandem to ensure the success of an enterprise or an ecosystem.



PIE is a human-digital platform to match demand for and supply of rural products by capacitating producer collectives, upgrading quality, and ensuring transparency along the process, and for all stakeholders. It aims to onboard large buyers, support institutions and the Government. The target is to help one million producers significantly increase their income.

Built on the concept of societal platform, PIE provides a common unified interface for producer collectives, market players, and service providers including NGOs, Government and other amplification networks.

PIE is governed by standard processes and protocols to engage with each other, thus bridging the existing gap between supply and demand. As a shared infrastructure, it enables easy onboarding of players, especially critical markets, thus enabling exponential scale up.

**4,966**  
Transactions

**Rs. 3.6 cr**  
Value of  
transactions

**15,500**  
Shareholders on  
the platform



# PROJECTS



Farmers



Fisherfolk



MSMEs



Women owned  
Businesses



## Livelihood Initiative for Financial Empowerment- LIFE

Supported by LIC Housing Finance Ltd.



The project aimed at bringing about sustainable improvements in the quality of lives of 2,000 smallholder families in 18 villages across two blocks of Jayashankar Bhupalpally district of Telangana and Raichur district of Karnataka through livelihood initiative for financial empowerment (LIFE).

6

Farmer Field Schools and training programmes on Good Agricultural Practices

8

Azola units set up

55

Farmers introduced to red chilli, green chilli and marigold

132

Goatery (40), bio-products (10), mushroom enterprises (75), paper plate unit (1), spicy masala unit (1), nursery (5)

24

Crop demonstrations on vegetable and red gram

3

Seed Banks

1

Exposure Visit of 30 farmers from 10 different villages of Regonda to Gaddipally Krishi Vigyam Kendra to learn about Azola units, sericulture and five layer plantation



## Grameen Vikas Project in Hoskote, Karnataka

Supported by Godrej Agrovet Limited

Vrutti, in coordination with Godrej Agrovet Ltd., took up an initiative to improve the livelihood opportunities, endeavour to increase income and standard of living for the communities through capacity building, leveraging Government schemes, interventions on agriculture, enterprise development, women empowerment, water conservation and livelihood generation. The project was implemented in the five villages of Dasarahalli, Chikkahullur, Sonnadenahalli, Sompura and Doddahullur in Hoskote district of Karnataka during the period 2022-23.

A baseline study was conducted covering 338 sample households across four villages.



## Increasing Redgram (Tur) Crop Productivity through Bee Hotel Initiative

Supported by Godrej Agrovet Limited

Vrutti along with Godrej Agrovet Ltd., undertook a project called "Increasing Redgram (Tur) Crop Productivity through Bee Hotel Initiative in 35 villages of Kalaburagi district, Karnataka during the period July 2022 - March 2023. The project aimed at (a) training the farmers on maintaining the bee hotels and awareness on its benefits (b) enable the farmers to manage and maintain the bee hotels (c) supporting and monitoring of the bee hotels and its functions (d) mechanism for keeping the high survival rate of the bees and (e) access expertise support and advise.

The bee hotel initiative found much favour from the farmers of Kalaburagi known for its superior quality red gram. A bee hotel is a nesting space for bees, which are referred to as champion pollinators!

Capacity building on  
bee hotels

500  
farmers

Exposure to lead  
farmers

93  
farmers

Animal Health  
Camps

172  
farmers

Training on Good  
Agricultural Practices

77  
farmers

Of the 500 farmers trained, 360 farmers reported an increase in red gram productivity to the tune of 15-30% leading to increased income from the crop.





## Promotion of Farm Based Livelihoods in Vikramgad Block of Palghar District

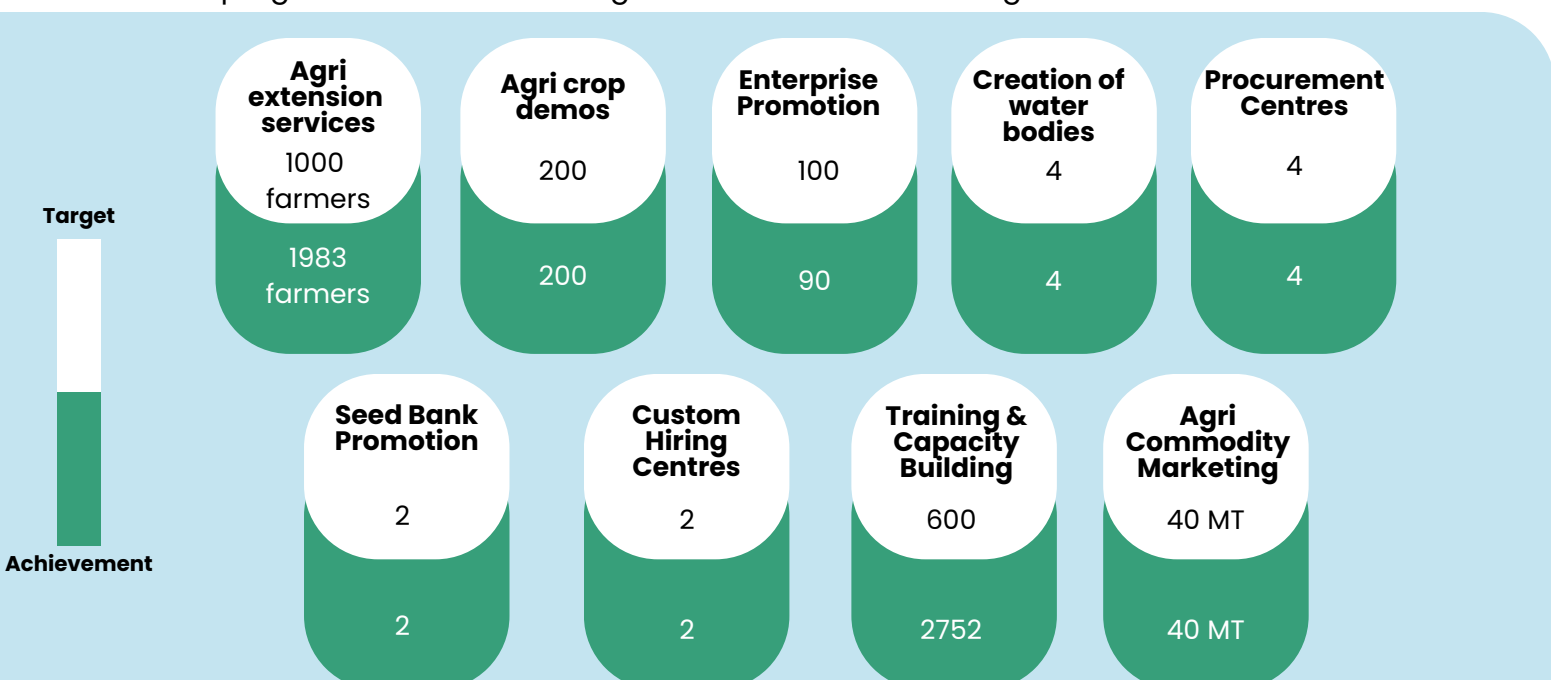
Supported by Larsen & Toubro Public Charitable Trust



Vrutti together with Larsen and Toubro Public Charitable Trust (LTPCT) initiated a project for improving the livelihoods of tribal communities through promoting farm based livelihoods of 3,000 small and marginal farmer households in remote and backward regions of tribal belt in Maharashtra. The project to be implemented in a phased manner was launched in May 2022 with the core objectives of increasing farm productivity, enterprise promotion, establishment of agri commodity supply value chain and building the community networks at various levels to own and run the initiatives taken up under this project.

The project was implemented in 34 villages and 52 habitations across the two clusters of Talawada and Malwada.

A baseline study covering 1,000 tribal smallholder farmer households in Talawada, Malawada clusters kickstarted the project activities. The study was done to assess and understand the current situation and develop benchmarks for key performance indicators (KPI), validate the assumptions made in the project, identify challenges and opportunities and provide recommendations based on baseline findings on strategic and programme areas to strengthen the intervention design.



## Green Initiative in Talasari and Vikramgad Blocks to Promote Additional Source of Livelihoods for 4000 Tribal Farmers

Supported by Larsen and Toubro Public Charitable Trust

Vrutti in collaboration with Larsen & Toubro Public Charitable Trust (LTPCT) and Block & District administrations have undertaken various initiatives in the Talasari block to improve the tribal livelihood through agriculture-based interventions from 2019. The Green Initiative Project was conceived as a step ahead to provide an additional but sustainable source of income to needy farmer families of Talasari and Vikramgad blocks during 2020-21.



The second phase of the Green Initiative project in the year 2022-23 was launched in Talasari and Vikramgad.

| Sl.No        | Location  | Gram Panchayat Covered | Villages Covered | Padas (Hamlets) Covered | Farmers Covered |
|--------------|-----------|------------------------|------------------|-------------------------|-----------------|
| 1            | Talasari  | 12                     | 16               | 53                      | 2000            |
| 2            | Vikramgad | 11                     | 24               | 54                      | 1920            |
| 3            | Schools   |                        |                  |                         | 87              |
| <b>Total</b> |           | <b>23</b>              | <b>40</b>        | <b>107</b>              | <b>4007</b>     |

### Distribution of Saplings

**Mango**  
Vikramgad Households - **5826**  
Vikramgad Schools - **261**  
Talasari Households - **6000**

**Cashew**  
Vikramgad Households - **5826**  
Vikramgad Schools - **261**  
Talasari Households - **6000**

**Moringa, Drumstick**  
Vikramgad Households - **3884**  
Vikramgad Schools - **174**  
Talasari Households - **4000**



## Economic Development of tribal and smallholder farmers through Chilli, NTFP and Goat value chain Development in Mulugu district of Telangana State

Supported by HDFC Bank Parivartan

The objective of this project is to increase the income of 3,000 smallholder farmers across 40 villages of Mulugu district, Telangana state by 2023 through Chilli, NTFP and Goat value chain intervention.

Here are the major achievements of 2022-23

# 400

Solar Street Lights

# 400

Mini Solar Home Lights

# 73

Amenities for schools\*

# 50

Learning aids in Anganwadis\*\*

# 12

Centralised storage & processing units

# 20

Aggregation & procurement sub-centres

# 10

Chilli processing machinery, cold storage & solar dryers

# 3

NTFP processing & packing

# 225

NTFP, goat technical & management training

# 50

Skill and technical training on chilli



# 40

Villages covered

# 1,436

Farmers covered

\*Drinking water coolers, sports & games equipment, library facilities, science labs & smart/digital classrooms

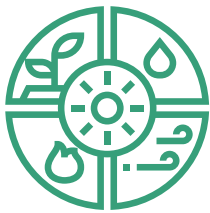
\*\*Learning & teaching equipments and Bala painting

## Holistic Rural Development Program in DONDI Block from BALOD District of Chhattisgarh

Supported by HDFC Bank Parivartan

The goal of the project is to bring about a dignified and healthy living among 3,000 households across 15 tribal villages of Dondi block in Balod district. The key result of the project is to increase the income and the accessibility of basic services.

### Natural Resource Management



- Micro-irrigation – 25 units
- Community pond rejuvenation – 5 ponds
- Roof water harvesting – 10 schools
- Land bunding & levelling – 50 farmers
- Solar irrigation – 3 units
- Water lifting from perennial river – 5 units

### Skill Development & Livelihood



- Farm Advisory Services, Farmer Field Schools & Training – 60 events, 1364 farmers
- Enterprises (Individual & Group) – 149 nos, 300 farmers
- Crop diversification & new variety introduction – 45 farmers
- Bio-product demonstrations – 60, 1060 farmers
- NTFP value addition & processing – 5 units
- Custom Hiring Centre – 10 nos
- Nursery – 1 unit
- Forest-based Handicraft – 1

### Promotion of Education

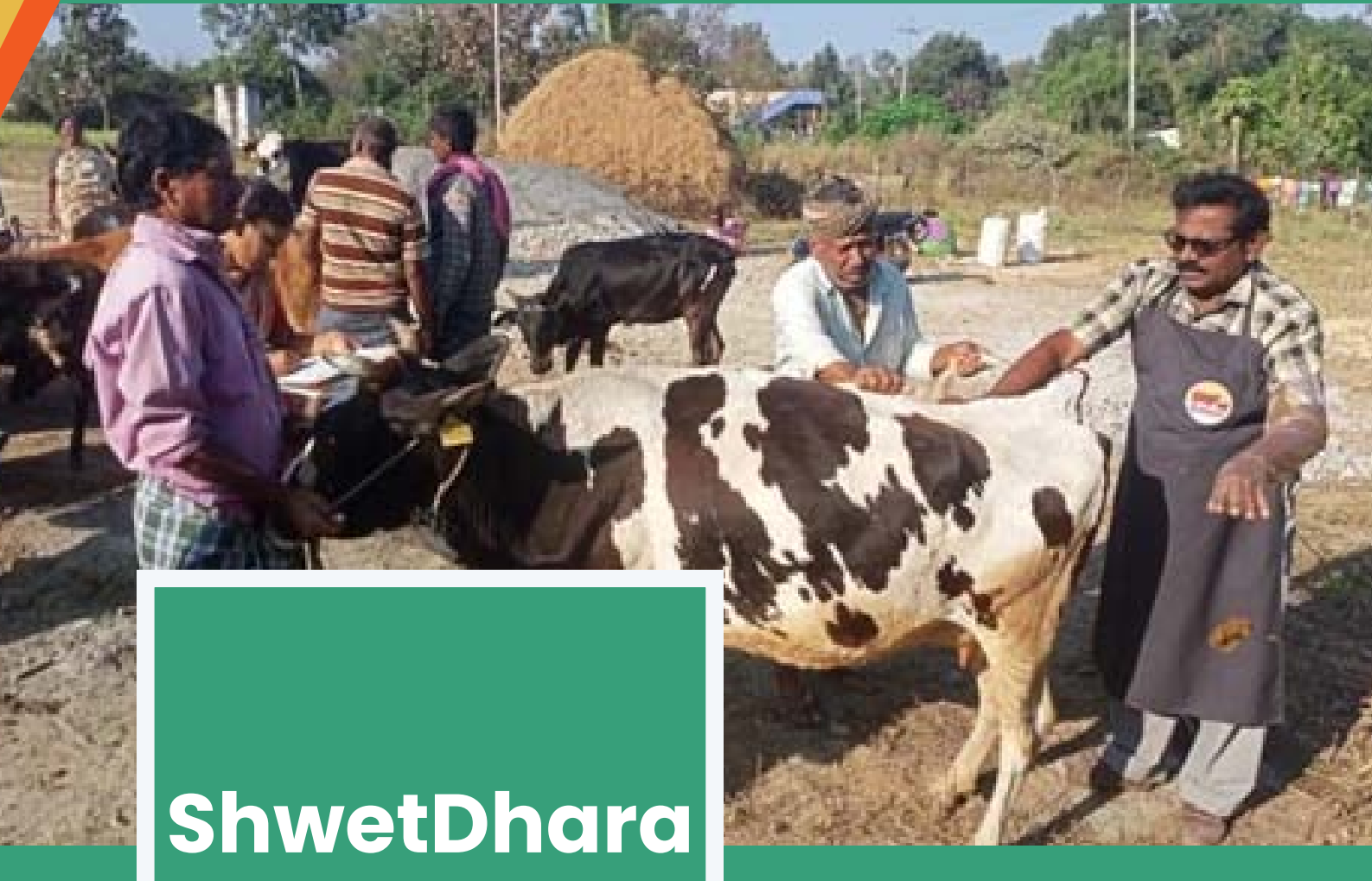


- Learning aids for Anganwadi – 5
- Sports & game materials in schools – 5
- Improving water supply system – 5
- Toilet construction & repair – 15

### Healthcare & Hygiene



- WASH programme in schools – 10
- Kitchen Garden – 250



# ShwetDhara

Karnataka & Madhya Pradesh

Supported by IDFC FIRST Bank

Vrutti has been implementing a programme called 'ShwetDhara' in three districts of Karnataka and seven districts of Madhya Pradesh.

ShwetDhara is a community women-led programme, which focusses on the improvement of incomes of small and marginal farmers through cattle breed improvement by enabling market-led solutions and enabling behavioural change in cattle management practices through intensive training sessions.

Farmer facilitation centres known as Pasu Vikas Kendras (PVK) have been established to provide artificial insemination, treatment services, feed supply and management services at the doorstep of dairy farmers.

There are five PVKs in Karnataka and nine PVKs in Madhya Pradesh.

The services of the programme are delivered through women entrepreneurs or Gram Sakhis. The four major services under ShwetDhara are (1) Artificial Insemination (2) Treatment Services (3) Input Services



## Karnataka

**2,232**Artificial  
Inseminations (AI)**83**Pregnancy  
Diagnoses (PD)**1894**Treatment & related  
services**Rs 544,229**

Profit from input sales

**Rs 254,600**Profit from AI, PD &  
treatment

## Madhya Pradesh

**11,998**

Artificial Inseminations (AI)

**3,335**

Pregnancy Diagnoses (PD)

**6,391**Treatment & related  
services**Rs 760,412**

Profit from input sales

**Rs 790,065**Profit from AI, PD &  
treatment**FPO Formed**

Bankhedi Pipariya ShwetDhara  
Mahila Milk Producer Company  
Ltd was incorporated on 18  
August 2022 under the  
Companies Act, 2013



## Grameen Vikas Project in Hoskote, Karnataka

Supported by Godrej Agrovet Limited

One of the components of the Grameen Vikas Project in five villages of Hoskote, Karnataka is capacity building on dairy management practices through the programme called 'Samarth'.

As part of the project, 15 modules comprising breed selection, shed management, nutrition & health management, disease management green fodder management and goat farming, among others, were given to **41 farmers** in the five villages of Dasarahalli, Chikkahallur, Sonnadenahalli, Sompura and Doddahallur.

Samarth provides training to small and marginal farmers to improve cattle health and increase the milk yield. The curriculum has been developed by veterinarians and animal nutrition experts at Godrej Agrovet.



# Fisherfolk

Vrutti, through our Fisheries Management Resource Centre (FishMARC) vertical, has been working for the economic resilience of women fish vendors (WFOs) via various interventions aimed at strengthening their livelihoods and promotion of community institutions to sustain it.

Vrutti has been working in three cities where the concentration of women fish vendors is the highest - Mumbai, Trivandrum and Chennai.

During the year 2022-23, we reached out to as many as 8,300 women fish vendors across the three locations.





## Mumbai

- 5000 WFFVs collectivised into 70 market/village groups
- Fish handling training to improve fish storage and quality given to 4,000 WFFVs; ice boxes given to them all
- 2,250 WFFVs enabled to access social protection schemes
- Entrepreneurial training for diversified income to 250 WFFVs.
- 2,500 women financially literate after training on Financial and Digital Literacy
- Daryavardi Producer Company Limited established



## Chennai

- Fish handling training given to 1,000 WFFVs and ice boxes distributed to 342 WFFVs
- The IV phase of Meenamma loans of Rs. 30,000 were introduced and a total of 715 WFFVs availed the credit product. The repayment period extended to 33 weeks based on community feedback.
- Two new credit products were introduced to increase access to credit boxes.
- Fish Vendor ID Cards were facilitated for around 1,000 WFFVs in collaboration with the Greater Chennai Corporation and another NGO to benefit wayside and shed market vendors.
- The second round of trials for Innovative Fish Resource Products (FRP) including testing of umbrellas and fish baskets in various locations underway
- Kadal Arasi Producer Company established



## Trivandrum

- Partnership with Sthree Niketan Vanita Federation (SNVF) with 1,250 members from coastal villages of Trivandrum & Kanyakumari
- 130 loans worth Rs 15 lakhs have been disbursed to the members from the revolving fund of Rs 10 lakhs facilitated by Vrutti from Arghyam
- Another 400 loans worth Rs 40 lakhs have been given from internal savings
- As many as 19 groups have been given training on F&D. It was conducted on a pilot basis on all three clusters in December 2022.







# Micro, Small Medium Scale Enterprises

## Walmart Vriddhi Supplier Development Programme

Supported by Walmart Inc

Walmart Vriddhi Supplier Development Programme supported by Walmart Inc. aims to support 50,000 Indian micro, small and medium-sized enterprises (MSMEs) to "Make in India", give them a chance to participate in global supply chains and contribute to India's economic development as a whole.

Initiated in December 2019, the programme helps MSMEs develop the business skills needed to succeed as suppliers to Walmart, Flipkart and other companies in India and around the world, by providing a digitally enhanced learning experience through online modules Walmart Vriddhi's Learning Management System (LMS) and personalised mentoring.

### Walmart Vriddhi's Learning Management System (LMS)

Walmart Vriddhi's Learning Management System (LMS) provides tailored support to MSMEs to unlock their growth potential. Virtual learning experiences through the mobile app are available on iOS and Android, in English, Tamil and Hindi.

### Walmart Vriddhi Personalised Mentoring Program

The Walmart Vriddhi Personalized Mentoring Program is a one-on-one mentorship program that provides MSMEs with access to experienced industry experts who can help them grow their businesses. Mentors can provide guidance on a variety of topics.

15,992

MSMEs reached through Walmart Vriddhi's LMS

74

MSMEs completed the personalised mentoring session, which helped them to solve their business pain points or problems with the support of the expert.

1,378

MSMEs reached through 18 webinars & 3 physical workshops

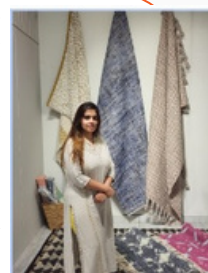
Sourcing - 30 Suppliers

(4 batches) completed so far. Batch#3 and batch#4 were completed in the last fiscal year.

Cross Border Trade- 8 modules developed and completed pilot for 5 suppliers.

Aditi Grover is a second-generation entrepreneur of home furnishing products. The business "Homitecture" was established in 1991 and is located in Panipat. The products sold are carpets, rugs, artificial grass, cushions, etc.

"I wish to continue with low-margin products with selected clients on a long term agreement for repeated & regular orders for six months"





# Women owned Business



## Nano-Enterprise Development for BeautyPreneurs in 3 states of India

Supported by Godrej Consumer Products Limited

Vrutti has been working for the development of nano enterprises since 2021-22. The successful accomplishment of the initiative covering 185 beautypreneurs (BPs) in 8 locations of Karnataka encouraged Godrej to extend its support to scale up this initiative in the states of Uttar Pradesh and Tamil Nadu covering 450 BPs during the year 2022-23. Overall, the initiative benefited 750 BPs across 13 project locations covering the states of Karnataka, Tamil Nadu and Uttar Pradesh.

To address the specific needs of the entrepreneurs, the programme offered the following comprehensive capacity building services:

- Technical skills training
- Business management training
- Handholding support
- Light-touch engagement



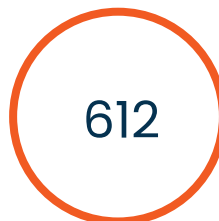
### Project Locations

**Karnataka** – Mandya, Ramanagar, Mysore, Chamrajnagar & Mangalore  
**Tamil Nadu** – Madurai, Trichy, Salem & Coimbatore  
**Uttar Pradesh** – Lucknow, Sitapur & Raebareli

Three levels of technical training – L1, L2 and L3 – have been conducted for the BPs



BPs qualify for  
L2 training



BPs qualify for  
L3 training



BPs successfully  
complete L3

In addition, the BPs were also given digital marketing awareness & financial and digital literacy.

A market survey was conducted to assist the BPs in determining the potential for developing their services and expanding their clientele.

Further, individual development plans were also built as part of handholding support.



**Pinki Shrivastava**  
Uttar Pradesh

As a single mother and the sole breadwinner of my family, my business was doing average until I joined the Vrutti Godrej project.

After completing the technical and business management training, I gained extensive knowledge, which helped me to approach my customers more effectively, resulting in an increase in my customer base.





# **SOCIAL BUSINESSES**

**V-LIFE**  
**Catalyst Livelihood Venture**



## Vrutti Livelihood Impact Finance Enabler (V-LIFE)

The objective of V-LIFE is to facilitate affordable and timely products to both individuals and community organisations in order to promote their sustainable livelihoods and improved well-being. Other than credit, V-LIFE also works to facilitate savings, pensions, insurance and other remittances.

### HIGHLIGHTS



- Facilitated Financial Services to 4126 Farmers & WFVs
- Facilitated working capital for 12 FPOs
- Disbursement of Rs 9.14 Cr



- Completed audit for two FPOs promoted by Initiatives for Development Foundation and located in Tumkur district of Karnataka
- Completed Programme Assurance System (PAS) for 2 CLV partner FPOs and report submitted



- Assessed and recommended Swati Jyoti loan products. Swati Jyoti was set up to remove financial compulsions that drove women towards unsafe sex work



- Partnered with Gramalaya MicroFin Foundation and provided support to 105 farmers of Pudukkottai, Tamil Nadu, with a total disbursement of Rs 42 lakhs.
- Partnership with Sammunati and SKDRDP is in final stages



- Conducted Financial & Digital literacy Training of Trainers programme in Bageppalli and Kalaburagi in Karnataka and Kurnool in Andhra Pradesh





## Catalyst Livelihood Venture

Catalyst Livelihood Venture (CLV) is an institutional arrangement between Vrutti and our group organisations CMS and Fuzhio. CLV is aimed to accelerate Vrutti's ongoing efforts in executing the 3Fold model.

The market recognizes Vrutti as a non-profit engaged in livelihood promotion and practices, with strong grassroot presence, domain expertise and entrepreneur engagement. For the smallholder farmers' wealth and resilience to grow, a strong market engagement is imperative. The FPCs are a key aggregator of shareholders demand and products. For the FPC to be successful, it works in a business partnership with professional entities. For FPCs promoted by Vrutti to be sustainable, they need to (a) do sizable volume of business, (b) generate revenues for their financial sustainability, as well as (c) pay the necessary fees their business partners. The CLV is an initiative in this direction.

- Working with FPOs in three locations – Kurnool, Pudukkottai and Kanakapura to improve supply chain readiness
- Prices of millets increased in three months by adopting the hold 'n' sell strategy
- Collaboration with Earth360 Private Ltd., in Andhra Pradesh for storing and processing 200 MT of Foxtail Millet.
- Agri business transactions tracked through between farmers & FPOs through IE App for traceability in Pudukkottai
- Production data being tracked through URVI App in Pudukkottai





# COMMUNITY ACTION COLLAB

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The COVIDActionCollab (CAC) was an all-India collaborative, united to provide relief, recovery and build resilience among the most vulnerable communities. The collaborative consists of organisations and networks working together to support these communities during the period of crisis and enable them to secure their future. The Collaborative envisioned a world where vulnerable communities are empowered to survive and thrive during a humanitarian crisis. CAC aimed to achieve synergy among its partners at multiple levels in order to accelerate impact, in keeping with the needs of these communities.

### **Covid Action Collab transitioned to Community Action Collab in July 2022**

Community Action Collab (CAC) is a dynamic humanitarian emergency platform that builds the resilience of Vulnerable People (VP) and their institutions, in their everyday emergencies, and is ready for future humanitarian crises (climate & health).

The platform orchestrates and influences actions and decisions of 360 partners, government and other alliances, enabling them to solve issues affecting 10 million vulnerable people and ensuring they access critical livelihood, health, social protection and climate impact solutions. Catalyst group, the incubator and backbone entity, with its 28 years of experience and expertise, is committed to investing and facilitating this sectoral action.



The Group has successfully demonstrated its capabilities by reaching 25 million services to 15 million VPs as part of the COVID response (COVID Action Collab).

### **Vrutti in Community Action Collab**

Vrutti has been contributing to the Community Action Collab, both with our expertise in the livelihoods domain as well as a lead partner among the Farmer Node (a cluster of organisations working with farmers).

Community Action Collab aims at building resilience among vulnerable population and Vrutti works in developing interventions and packages for different vulnerable populations to ensure livelihoods resilience. In addition to this, Vrutti has been anchoring the work of Farmer Node and taking leadership in raising the demands and initiating collaborations among each other. Vrutti has also contributed in knowledge sharing through technical sessions and have helped in capability development of the partners.



## Learning sessions for partners on FPOs

Session on FPO Setup Best Practices and Learning from Vrutti's experience sessions conducted for Farmer Node Partners during the year 2022-23.

Vrutti CEO S. Balakrishnan shared his insights from setting up FPOs and promoting them successfully across the country. The session was attended by 18 partners.

The discussions were on what are the best practices while setting up a business-oriented community based organisation like an FPO.



Vrutti CEO also highlighted the major risks that the promoting organisations would have to face and the mitigation strategies for the same.

## Scale Up of V-LIFE Model Credit Access to FPOs through CAC Partners

V-LIFE has been supporting Vrutti FPOs to access affordable credit for the working capital requirement. Through CAC, V-LIFE is developing a strategy to scale up its operations to FPOs that are promoted by other organisations as well. During the pandemic, the FPOs were direly in need of credit. All efforts of the Covid Action Collab were in vain, as most of the FPOs are not credit-ready.

V-LIFE is trying to meet this gap by working closely with the FPOs to capacity build them to set up a very robust base for accessing credit. V-LIFE also supports the FPO is setting up a business plan. Once the FPO is ready, V-LIFE onboards them to their platform and introduces the FPO to credit institutions, support in pitching the business plan and negotiate the credit for the FPOs.



Parikalpana FPO, promoted by Gopabandu Seva Parishad was the pilot FPO. 14 FPOs that are part of SHILP programme (Institution Building initiative by Phicus Social Solutions) are in the process of capacity building by V-LIFE.



# SUCCESS STORIES

## Assured market increases smallholder farmer's net income

Venkatesh PN is a small farmer belonging to Paipalya, a remote village 28 kilometers away from Bagepalli in Karnataka. He has five acres, of which 1.5 acres are borewell irrigated. The remaining land is dependent on rain for irrigation. Venkatesh and his family of two members subsisted on income from farming and rent from tractor Rent. He cultivated vegetable crops such as onion and carrot in one or two cycles.

Like several others, Venkatesh also used inorganic and unsustainable agricultural practices. His spending on inputs such as chemical fertilisers and pesticides was high, leaving him always in need of money for the purchase of inputs. Venkatesh depended on local traders for credit and had to borrow at high rates of interest. Adding to his woes were the fluctuating prices offered by the Agricultural Produce Market Committee (APMC), which made it difficult to predict the price of his produce. Venkatesh often ended up in losses.



It was during this period that Venkatesh attended an awareness meeting on Vrutti's 3Fold model organised by the Yellampalli FPO. The FPO, an organisation supported by Vrutti, explained the benefits and the services offered through the 3Fold model. Shareholders such as Venkatesh were given the opportunity to take up sweet potato farming that would give them an assured market and price.

Enthused at the prospect of a ready market and foreseeable price, Venkatesh took up sweet potato farming on one acre of his land. He was given regular support for farm planning, advisory, inputs and monitoring.

The diversified crop helped Venkatesh save an amount of Rs.6,250 through reduction in cost of cultivation due to good agricultural practices. Also, the yield of this crop is higher than the previous crop, earning the farmer a net profit of Rs. 1.3 lakhs. Encouraged, the farmer is willing to cultivate the same crop in another one acre of his land.





### **Tribal small farmer adopts cost-reduction and yield-enhancing method**

Anil Maruti Bhoje is a tribal small farmer belonging to Kunj village of Vikramgad block in Palghar district in Maharashtra. Agriculture is the main source of livelihood of his family of four members including his wife and two daughters. Anil Bhoje took up daily wage jobs to supplement his income from agriculture. However he could earn only Rs 3,000 per year on an average.

In 2022-23, Anil Bhoje became a participant of the livelihood support programme being implemented in Vikramgad block with support from Larsen & Toubro Public Charitable Trust (LTPCT).

Thirty-six-year-old Anil Bhoje says, "I had been farming the traditional way for several years now, but increasing inflation has made farming difficult for me. The production cost of paddy has increased due to increased prices of agricultural inputs and increased labour costs. I became a Vrutti-LTPCT programme participant to get out of these problems and practise agriculture in a cost-efficient manner."

Anil Bhoje participated in demonstrations showcasing the Saguna Rice Technique or SRT. The SRT method requires less seeds and fertilisers and does not need puddling, transplanting and hoeing. On account of this, the cost of production is less by 30-40 percent. By planting in this manner, the number of tillers is more, and the length of the tillers is more. As a result, the yield increases. Motivated, he took up the SRT method.

A grateful Anil Bhoje says, "The SRT method has increased the total income of my family by 30 percent." Inspired by Anil Bhoje's success, as many as 20 farmers have decided to adopt the SRT method the next year.

## **“FRP ice boxes ensure longer shelf-life for our catch,” says woman fish vendor**

Virgin Mary, a woman fish vendor from Nambikkai Nagar, Chennai and her husband run a joint business of selling fish at Loop Road Market in the city. Her husband owns a small boat in which he goes fishing and the husband-wife duo sell the catch together. Apart from selling fish caught by her husband, Virgin Mary also buys fish from other boats to satisfy her customer's needs.

The couple earlier used cheap and dispensable thermocol boxes to store their fish, spending as much as Rs 200 per day on ice. “We were under the impression that we were saving money by using these cheap boxes, but realised that only later. The make-up of the boxes meant that they could torn apart easily by rats and cats. We have had to face losses in the past, and had to be forever on the vigil to prevent such instances.”

Virgin Mary was one of the fish vendors given Fibre Reinforced Plastic (FRP) ice boxes by Vrutti. “The FRP boxes are helpful in so many ways. The ice lasts longer, reducing the expenses on ice from Rs 200 earlier to Rs 100 per day now.”



Virgin and her husband sell their fish within two days of catch and the left overs is kept safely in the ice box. “As the ice box comes with a lock facility, we can conveniently leave the fish in the box at the market place itself, without having to carry the fish home.”

Virgin is an active member of Chennai Women Fish Vendors Association (CWFVA). The vendor has also availed the credit product called Meenamma, which has been “useful” to her.

## Vrutti, a Great Place to Work-Certified™ Organisation



This is to certify that Vrutti has successfully completed the assessment conducted by Great Place to Work® Institute, India, and is certified as a great workplace.  
Category: Non - profit and Charity Organizations

This certificate is valid from Dec 2022 to Dec 2023.

A handwritten signature in black ink, appearing to read 'Yeshasvini R'.

Yeshasvini Ramaswamy  
Chief Executive Officer  
Great Place to Work® Institute, India

Note: The certificate is valid subject to the terms and conditions agreed to by the Organization.



# DONORS & PARTNERS

## A – E

Arghyam  
Charities Aid Foundation – America  
Department of Biotechnology  
EdelGive Foundation

## F

Ford Foundation  
Fullerton India  
FWWB  
Flipkart

## G

Give India Foundation  
Godrej Consumer Products Pvt. Ltd.  
Godrej Agrovet Limited  
Gopabandhu Seva Parishad  
Gramalaya Microfin Foundation

## H

Head Held High Foundation  
HDFC Bank  
HSBC Data Processing India Pvt. Ltd.  
HSBC  
HT Parekh Foundation

## I – L

IDFC FIRST Bank  
Int. Initiative for Impact Evaluation  
IT for Change  
L & T Public Charitable Trust  
LIC Housing Finance Ltd.

## N – R

NABARD  
NABKISAN  
Nina Bracewall  
Revitalising Rainfed Agriculture Network

- Self Help Groups
- Community Based Organisations
- Farmer Producer Organisations/Producer Companies

# Financial Statements

VRUTTI

No.25, Sri Raghavendra Nilaya, 2nd Floor, AECS Layout Ashwathnagar Bangalore - 560094  
INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED - Consolidated

|  |      | Amt in (₹)            |                       |
|--|------|-----------------------|-----------------------|
| PARTICULARS                                    | Note | As at 31st March 2023 | As at 31st March 2022 |
| <b><u>Income</u></b>                           |      |                       |                       |
| <b><u>Restricted Income</u></b>                |      |                       |                       |
| Earmarked Funds                                | 8    | 20,08,70,188          | 20,57,49,129          |
| <b><u>Unrestricted Income</u></b>              |      |                       |                       |
| Donations                                      | 9    | 3,38,831              | 13,12,427             |
| Interest Income                                | 10   | 19,70,215             | 24,86,468             |
| Other Income                                   | 11   | 81,52,747             | 8,61,008              |
| <b>Total Income</b>                            |      | <b>21,13,31,981</b>   | <b>21,04,09,032</b>   |
| <b><u>Expenditure</u></b>                      |      |                       |                       |
| <b><u>Restricted Expenditure</u></b>           |      |                       |                       |
| Grant Expenditure                              | 8    | 18,86,89,252          | 19,58,27,888          |
| <b><u>Establishment and Other Expenses</u></b> |      |                       |                       |
| Administrative expenses                        | 12   | 1,10,92,018           | 79,27,846             |
| Expenses on Employment                         | 13   | 1,13,51,410           | 60,19,255             |
| Depreciation                                   | 5    | 1,14,377              | 1,52,490              |
| <b>Total Expenditure</b>                       |      | <b>21,12,47,057</b>   | <b>20,99,27,479</b>   |
| Excess of Income Over Expenditure              |      | 84,924                | 4,81,553              |
| Balance transferred to General Reserve         |      | 84,924                | 4,81,553              |

*1. Significant Accounting Policies Notes referred to above form an integral part of the statement of Income & Expenditure*

This is the Statement of Income and Expenditure referred to in our report of even dated  
For R V K S And Associates  
Chartered Accountants  
FRN: 008572S

-sd-  
Venugopal C  
Partner  
M No. : 226247  
Date: 23/09/2023  
Place: Bangalore

For Vrutti  
-sd-  
Vijayalakshmi Balasubramaniam  
Chariperson

-sd-                      -sd-  
S. Balakrishnan      Raghini B  
Secretary              Treasurer

# Financial Statements

## VRUTTI

No.25, Sri Raghavendra Nilaya, 2nd Floor, AECS Layout Ashwathnagar Bangalore - 560094  
BALANCE SHEET -Consolidated

|                                       |      | Amt in (₹)            |                       |
|---------------------------------------|------|-----------------------|-----------------------|
| Particulars                           | Note | As at 31st March 2023 | As at 31st March 2022 |
| <b><u>SOURCE OF FUNDS</u></b>         |      |                       |                       |
| <b><u>Restricted Funds</u></b>        |      |                       |                       |
| Earmarked Funds                       | 2    | 1,91,84,349           | 2,55,50,150           |
| Specific Funds                        | 3    | 25,61,000             | 25,61,000             |
| <b><u>Un Restricted Funds</u></b>     |      |                       |                       |
| General Reserve                       | 4    | 2,23,61,965           | 2,22,77,041           |
|                                       |      | <b>4,41,07,314</b>    | <b>5,03,88,191</b>    |
| <b><u>APPLICATION OF FUNDS</u></b>    |      |                       |                       |
| <b><u>Fixed Assets</u></b>            |      |                       |                       |
| Tangible Assets                       | 5    | 6,59,238              | 8,32,250              |
| Intangible Assets                     | 5    | 8,23,824              | 0                     |
| Current Assets Loans and Advances (a) | 6    | 6,21,48,707           | 6,44,15,323           |
| Current Liabilities & Provisions (b)  | 7    | 1,95,24,455           | 1,48,59,382           |
| <b>Net working capital(a-b) (II)</b>  |      | <b>4,26,24,252</b>    | <b>4,95,55,941</b>    |
| <b>Total (I) +(II)</b>                |      | <b>4,41,07,314</b>    | <b>5,03,88,191</b>    |

1. Significant Accounting Policies, Notes referred to above form an integral part of Balance Sheet

This is the Balance Sheet referred to in our report of even dated

For R V KS And Associates

Chartered Accountants

FRN: 008572S

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Venugopal C

Partner

M No. : 226247

Date:23/09/2023

Place:Bangalore

For Vrutti

-sd-

Vijayalakshmi Balasubramaniam

Chariperson

-sd-

S. Balakrishnan

Secretary

-sd-

Raghini B

Treasurer





## Contact

### Vrutti

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