



LIVELIHOOD IMPACT PARTNERS

Ensuring small producers are 3 times more profitable.

VRUTTI ANNUAL REPORT



2023-24

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MESSAGE FROM THE CHAIR

A STRATEGIC VISION FOR SUSTAINABLE TRANSFORMATION

Dear Colleagues and Partners,

As we reflect on the year 2023-2024, I am filled with immense pride and optimism for the transformative journey Vrutti has undertaken. This year has been a testament to our unwavering commitment to creating sustainable livelihoods and empowering rural communities. At the heart of our success lies a strategic vision that integrates innovation, collaboration, and systemic change.

Our 3Fold model continues to be a cornerstone of our efforts, transforming smallholder farmers into resilient entrepreneurs. By focusing on capacity building, market linkages, and financial access, we have not only enhanced incomes but also fostered a culture of self-reliance. This model, coupled with our climate initiatives, underscores our commitment to addressing the dual challenges of poverty and climate change. These efforts are not just about immediate impact but about building a sustainable future for generations to come.

Equally important is our policy work. By contributing to national and regional policies, we are creating an enabling environment that amplifies our grassroots impact. Our collaboration with the Revitalising Rainfed Agriculture Network (RRAN) and our evaluation of the National Rural Livelihoods Mission (NRLM) are shining examples of how we are driving systemic change to benefit the most vulnerable.

As we look ahead, our focus remains on scaling our impact through strategic partnerships and innovative solutions.



The Common Ground Initiative and the Platform for Inclusive Entrepreneurship (PIE) show how collaboration can drive inclusive growth. Together, we are not just transforming lives but reshaping the narrative of rural development in India.

Thank you for your continued support and belief in our mission. Let us move forward with renewed determination to create a more equitable, resilient, and prosperous future for all.

Warm regards,

Muralidharan
Chairperson, Vrutti

MESSAGE FROM THE CEO

CELEBRATING OUR TEAM AND OPERATIONAL EXCELLENCE

Dear Colleagues and Partners,

As we close the year 2023-2024, I am filled with gratitude and pride for the incredible work we have accomplished together. This year has been a testament to the dedication, resilience, and passion of our team, who have worked tirelessly to bring our mission to life.

Operational excellence has been at the core of our success. Our 3Fold model has reached 34,000 farmers, transforming their lives through sustainable agriculture and entrepreneurship. The FishMARC initiative has empowered over 11,000 women fish vendors, providing them with the tools and resources to achieve financial independence. These achievements are a direct result of the hard work and commitment of our team on the ground, who have ensured that our programs are implemented effectively and efficiently.

Our Nano-Enterprise Development programs have been another highlight, fostering entrepreneurship among women and marginalized groups. The BeautyPreneurs program and the Vaagai Project have not only created economic opportunities but also empowered individuals to become leaders in their communities. These successes are a reflection of our team's ability to innovate and adapt to the unique needs of the communities we serve.

As we look to the future, I am confident that our team will continue to drive impactful change. Our focus will remain on scaling our programs,



strengthening partnerships, and ensuring that our interventions are sustainable and inclusive. Together, we will build on the foundation we have laid and work towards a future where every community can thrive.

Thank you for your unwavering commitment and dedication. Let us continue to work together to create a brighter, more equitable future for all.

With gratitude,

Raghini Badrinarayan
CEO, Vrutti



EXECUTIVE SUMMARY

As India strides towards a future of inclusive growth and sustainable development, Vrutti stands at the forefront of this transformative journey, driving innovative solutions that empower rural communities. With a mission to ensure small producers are profitable, Vrutti has redefined rural development by integrating climate resilience, gender empowerment, and sustainable entrepreneurship into its core strategies. The 2023-2024 annual report highlights Vrutti's achievements and its leadership in transforming rural economies and empowering marginalized communities.

Pioneering Climate-Resilient Livelihoods

Vrutti has taken a proactive approach to build resilience among vulnerable communities through its regenerative agriculture and climate smart initiatives. By addressing critical issues such as water scarcity, soil degradation, and financial constraints, Vrutti has empowered thousands of farmers to adopt climate-smart practices. These efforts have improved agricultural productivity and ensured long-term environmental sustainability, positioning Vrutti as a thought leader in climate-resilient rural development.

Empowering Women and Marginalized Groups

Gender equality and social inclusion are at the heart of Vrutti's mission. The FishMARC initiative has transformed the lives of over 11,000 women fish vendors by improving their access to financial services, markets, and better working conditions. The Nano-Enterprise Development programs have empowered women and LGBTQIA+ individuals to become successful entrepreneurs, breaking barriers and challenging societal norms. The Vaagai Project, in particular, has been a trailblazer in supporting transgender entrepreneurs, offering them the tools and confidence to achieve financial independence.

Innovative Models for Sustainable Impact

Vrutti's 3Fold model stands as a testament to its innovative approach to rural development. By transforming smallholder farmers into successful entrepreneurs, the model has enhanced incomes and fostered a culture of resilience and self-reliance. With 34,000 farmers benefiting from the program, the 3Fold model has become a scalable solution for sustainable agriculture.



Driving Systemic Change through Policy Contribution

Vrutti's impact extends beyond grassroots interventions. Through its policy work, Vrutti has contributed to national and regional policies to create an enabling environment for rural communities. Its evaluation of the National Rural Livelihoods Mission (NRLM) has provided critical insights into women's economic empowerment, shaping pro-poor policies and programs. Additionally, Vrutti's collaboration with the Revitalising Rainfed Agriculture Network (RRAN) has addressed systemic challenges in rainfed farming, promoting sustainable practices and market reforms.

Collaborations for Scale and Sustainability

Vrutti's success is rooted in its collaborative approach. By partnering with organizations like SAP, Ford Motors, and the Walmart Foundation, Vrutti has scaled its impact and brought innovative solutions to rural communities. Initiatives like the Common Ground Initiative, Platform for Inclusive Entrepreneurship (PIE) and the Community Action Collaborative (CAC) are fostering resilient rural economies and inclusive growth.

A Vision for the Future

As Vrutti looks to the future, its vision remains clear: to create equitable, resilient, and prosperous rural communities. By continuing to innovate, collaborate, and advocate for systemic change, Vrutti is poised to deepen its impact and lead the way in the livelihoods sector.

Vrutti's 2023-2024 annual report is more than a reflection of its achievements; it is a call to action for all stakeholders to join hands in building a better future for rural India. Through its unwavering commitment to climate resilience, gender empowerment, and sustainable livelihoods, Vrutti is not just transforming lives—it is reshaping the narrative of rural development in India.



OUR STRATEGY



Vrutti's "Thought-Action-Transformation" strategy is a clear and impactful way of showing how we create positive change for communities, especially smallholder farmers, women entrepreneurs, and marginalised groups.

Thought

At the heart of our work is innovation. We develop fresh ideas and solutions to strengthen small producers, nano to small entrepreneurs, and marginalised communities, keeping environmental sustainability in mind. Recognizing the limitations of existing approaches, we explore new strategies that harness cutting-edge knowledge and technology. We also share our insights and evidence with the sector and learn from others' experiences to enrich the ideas.

Action

This is where we bring our ideas to life. We collaborate directly with communities to implement our models and projects. Through hands-on work, we test our approaches, identifying what succeeds and what needs refinement. Given the complex and multi-dimensional nature of challenges to building resilience, we collaborate with other sectoral players, through formal or informal structures and processes.

Transformation

Our ultimate goal is to create lasting, positive change. We strive to help individuals and communities achieve sustainable livelihoods, self-reliance, and improved quality of life. Transformation occurs when farmers are wealthy, resilient and responsible; entrepreneurs, particularly women entrepreneurs expand their businesses; marginalised groups gain economic security; and the planet is cared for. While such changes are experienced at the individual or household level, they are founded and maintained only with significant shifts in public policies, market systems, and social norms.



THOUGHT

Vrutti has established itself at the forefront of social development through innovative, evidence-based approaches that transform vulnerable communities. In collaboration with the Community Action Collab (CAC) partners Vrutti has pioneered a community-driven model for economic resilience, that empowers households to improve livelihoods, financial security, and social mobility. Seeking to build Climate Smart Villages, Vrutti's Climate Smart Vulnerability Assessment identified key challenges like water scarcity and soil degradation, leading to sustainable solutions such as organic farming and solar-powered irrigation.

Vrutti's role in evaluating the National Rural Livelihoods Mission (NRLM), in partnership with top institutions like UC Berkeley and Yale, further solidifies its leadership. The study has been cited in the Indian Parliament and by global bodies like the Evidence Consortium on Women's Groups, highlighting its impact on shaping pro-poor policies and enhancing women's economic empowerment. Through these initiatives, Vrutti has consistently driven transformative, scalable change, positioning itself as an innovator and thought leader in social development, policy impact, and community resilience.





Innovating a community-based model for economic resilience of vulnerable people

Vrutti, as a co-founder of the Community Action Collab (CAC), played a key role in designing an innovative, community-based economic resilience model. Using the CDAR (Conservation, Diversification, Aggregation, and Risk Pooling) framework, the model empowers communities to identify and address their own challenges, focusing on livelihoods, financial security, and social mobility.

In 2023-2024, this approach was piloted by CAC partners, Gopabandhu Seva Parishad (GSP) in Odisha, Transform Rural India Foundation (TRIF), Madhya Pradesh, and Head Held High (HHH) in Karnataka, engaging 2,000 households each. The pilot was supported by Vitol Foundation.

The initiatives delivered transformative outcomes: in Odisha, women-led Self-Help Groups (SHGs) improved financial literacy and income opportunities, while in Madhya Pradesh, skills training and new enterprises boosted employment and social security access. In Karnataka, farmers adopted sustainable practices, lowering costs and enhancing safety through collective action.

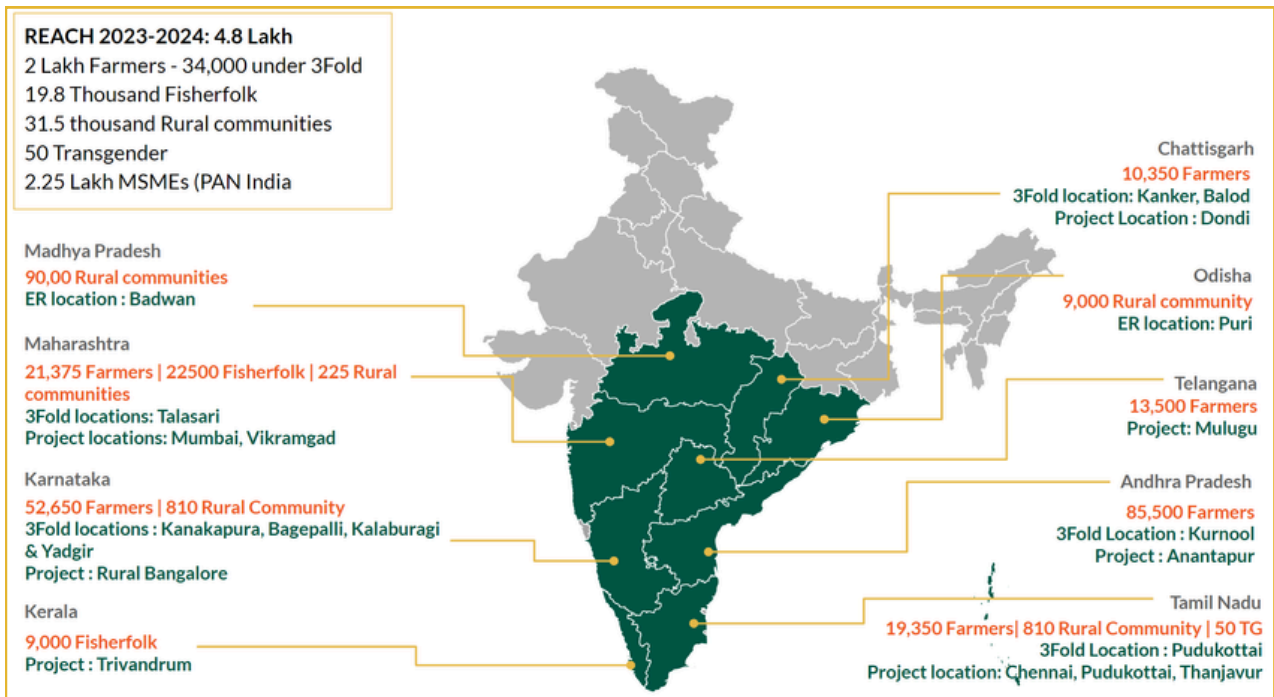
These interventions have built long-term economic resilience for vulnerable households across multiple regions.

6,000
Households made
economically
resilient across
Karnataka, Odisha
and Madhya
Pradesh



ACTION

Vrutti's direct community action initiatives during the year were through its 3Fold model and projects with farmers, fish vendors, nano entrepreneurs and transgender. Vrutti also actioned technical and management support to three partners.



3Fold Model

3Fold is Vrutti's flagship model since 2014. The model is a unique development approach aimed at transforming smallholder farmers into successful entrepreneurs. By providing comprehensive support in the areas of capacity building, market linkages, financial access, and enabling ecosystems, the model empowers farmers to improve their livelihoods, engage in responsible agri practices and sustain their growth.

The 3Fold Model integrates a people-centric approach with scalable business solutions, fostering resilience, financial independence, and social equity. So far, it has successfully impacted thousands of farmers by enhancing productivity, improving income, and ensuring long-term sustainability. Overall, the 3Fold Model is fostering a resilient and sustainable farming ecosystem, enhancing both productivity and income, and enabling greater financial independence for farmers across these communities.





Climate Smart Vulnerability Assessment Study at Pudukkottai

The Climate Smart Vulnerability Assessment focused on the implementation of Climate-Smart Villages (CSVs) to address climate change challenges. The initiative, supported by Edelgive Foundation since 2016, aims to build resilience at family and community levels through climate-smart practices. The CSV approach combines sustainable agriculture, community involvement, and climate-resilient practices to test and implement effective solutions.

The assessment involved a vulnerability analysis of seven blocks in Pudukkottai district in Tamil Nadu, with a focus on Karambakudi and Thiruvarangulam. Using both secondary and primary data, the study revealed Karambakudi as more vulnerable. Focus group discussions in these areas highlighted key challenges including water scarcity, soil degradation, and financial constraints.

Based on the findings, a comprehensive CSV design was developed, addressing issues in agriculture, livelihood, health, renewable energy, education, and eco-tourism. The study concluded with an action plan emphasising participatory approaches, continuous monitoring, and scaling up successful practices. This holistic strategy aims to enhance community resilience, improve agricultural productivity, and create sustainable livelihoods in the face of climate change challenges.

Evaluation of the National Rural Livelihoods Mission

The National Rural Livelihood Mission (NRLM), launched in 2011, aims to connect rural poor communities in India with sustainable livelihood opportunities and financial services. Since 2019, in partnership with the Ministry of Rural Development, Bill & Melinda Gates Foundation, and World Bank, Vrutti and Catalyst Management Services have been evaluating the transformative impact of this large-scale program.

The research, in collaboration with top academic institutions like UC Berkeley and Yale University, focused on how NRLM enhances women's income, assets, and control over financial resources.

The second phase, launched in 2022, assessed broader social mobilisation outcomes, particularly for women. Key research themes include caste-based differences in self-help groups, women's economic empowerment, and policies that support gender equality. The initiative's transformative focus is on empowering women and marginalized communities through evidence-driven insights that inform pro-poor policies and improve the delivery of livelihood programs.

Evaluation of such large scale programmes places Vrutti at the forefront of thought leadership. The study has twice been quoted in the Indian parliament. On 30 July 2021, in response to a question on SHG loans and results of studies on the impact of the DAY-NRLM, India's rural development minister, Giriraj Singh, mentioned 3ie and Vrutti's study and outlined its key findings in the Upper House of Parliament

Before this, in September 2020, the report was cited in response to a question on the details and impacts of funding provided to SHGs under the DAY-NRLM. The Study's evidence gap map on group-based interventions has been cited heavily by Evidence Consortium on Women's Groups (ECWG) to inform their learning agenda and portfolio evaluation of the Gates Foundation's investments in South Asia and Africa.

Furthermore, In partnership with the University of California, Berkeley, Yale University and Vrutti Livelihoods Resources Centre, 3ie has produced five thematic papers:

- Understanding caste-based differences in self help groups: Evidence from India's NRLM program
- Improving delivery and impacts of pro-poor programs
- The policies that empower women: empirical evidence from India's National Rural Livelihoods Project
- Journal article | Report | Brief
- Women's economic status and son preference: empirical evidence from private school enrolment in India
- Understanding India's self-help groups: an organizational anatomy of functionality in a district in Madhya Pradesh



Projects and Initiatives



**Well Being of
SmallHolder
Farmers**



**Growth and
prosperity of Nano
Entrepreneurs**



**Economic Resilience
of Women Fish
Vendors**



**Technical Support
to Sectoral
Partners**



Well Being of Small Holder Farmers

In 2023-24 Vrutti has implemented 7 projects to impact small holder farmers. Project implementation serves as a pathway for strategic 3Fold model scale and for Vrutti’s business development.

The projects, with support from partners like HDFC Bank, Godrej Agrovet Ltd., Godrej Tyson Foods Ltd., Life Insurance Corporation Housing Finance Ltd .and Axis Bank –ranging from Dondi’s sustainable farming initiatives to Mulugu’s value chain interventions, and from Ujjain’s soya productivity improvements to the Bee Hotel and Grameen Vikas projects—have had a transformative impact on over 7,000 smallholder, tribal and landless farmers (??% women).

Farmers have embraced Good Agricultural Practices (GAP), resulting in increased crop yields, reduced cultivation costs, and improved environmental sustainability. Diversified income sources, including goat farming, handicrafts, agri-allied enterprises and Non-Timber Forest Products (NTFP), have bolstered economic resilience. Institutional support through Farmer Producer Organizations (FPOs) and Self-Help Groups (SHGs) has strengthened farmers’ market access and financial and digital literacy, creating pathways for long-term economic empowerment and resilience across vulnerable farming communities.

Vrutti’s efforts have contributed to economic resilience, food security, and sustainable livelihoods for vulnerable communities across India.



Holistic Rural Development Programme in Dondi block, Balod District, Chhattisgarh (2021-2024) supported by HDFC

The project in 2023-24 introduced crop diversification, new horticultural varieties, Farmer Field Schools, bio-product demonstrations, goat enterprises, and forest-based handicrafts to boost farmers' income and well-being. It strengthened institutional support through Self-Help Groups (SHGs), producer groups, enterprise groups and clusters. Enhanced market linkages was facilitated through stakeholder and buyer-seller meetings.



Economic Development of Tribal and Smallholder Farmers through Chilli, NTFP, and Goat Value Chain Development in Mulugu District, Telangana (2022-2025) supported by HDFC Bank

In 2023-24, Integrated Pest Management (IPM) in chilli cultivation, post-harvest techniques helped optimise production. A newly established chilli processing unit and mini cold storage improved market access for 18 producers. Goat enterprises provided landless families with income, and tribal women earned over ₹1.8 lakh from NTFP activities. These initiatives through Adivasi Sammakka Saralamma Farmer Producer Company Ltd., contributed to a sustainable agricultural ecosystem.

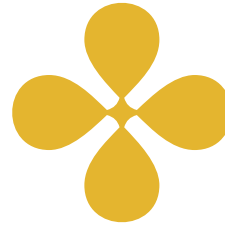







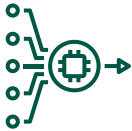




Bee Hotel Initiative, Kalaburgi district, Karnataka (2023-2024) supported by Godrej Agrovet Ltd.

During the year, bee hotels were installed to enhance pollination, reduce pest infestation, and boost yields. The project also promoted agri-allied enterprises such as bio-inputs and livestock, helping farmers generate additional income. Training programs raised awareness about the critical role of pollinators in sustainable agriculture, contributing to both environmental conservation and economic resilience for farmers.



3FOLD SNAPSHOT



	Farm cards developed for small and marginal farmers	2,597
	Demonstrations, and GAP training programmes conducted	1,411
	Farmers given GAP training programmes	15,365
	Training sessions to farmers on financial and digital literacy	872
	Farmers reached via training sessions on financial and digital literacy	10,989
	Farmers aware of financial and digital literacy	4,643
	Enterprises promoted (farmer, group and FPO)	989
	Farmers supported in output marketing	1,991
	Farmers given access to credit	1,233
	Amount of credit given	1.1Cr



Value Chain program for Soya in Ujjain district, Madhya Pradesh (2023-2024) supported by Godrej Agrovet Ltd.

As many as 258 training sessions on Soya cultivation led to 79% farmers adopting improved cultivation methods, 86% farmers adopting improved harvesting and 96% followed better grading and storage techniques. The construction of rainwater channels contributed to enhancing agriculture infrastructure, boosting crop productivity and economic well-being.



Grameen Vikas, Hoskote district, Karnataka (2023-2024) supported by Godrej Agrovet Ltd.

The Grameen Vikas project aimed to boost crop productivity and income for 750 smallholder farmers through agri-allied enterprises. Training on GAP improved soil quality, while animal health camps and non-farm enterprises provided additional income for 80% of participating families. Digital and financial literacy training empowered women SHG members, enhancing their ability to access social entitlements and financial services, contributing to overall rural development.



The Livelihood Initiative for Financial Empowerment (LIFE) project, Jayashankar Bhupalpally district Telangana, and Raichur district, Karnataka (2022-2024) supported by Life Insurance Corporation Housing Finance Ltd.

In 2023-24, 66 farmers received maize crop demonstrations, drumstick cultivation support, organic farming techniques, and livelihood diversification through small enterprises. Livelihood diversification was supported by setting up 8 small enterprises, including goat farming and food processing units, benefiting 270 landless families. Two procurement and marketing centres facilitated collective marketing.



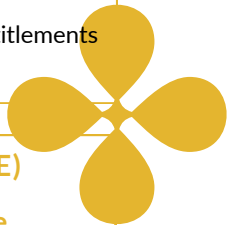
Flood Relief Support to Small and Marginal Farmers in Mulugu District, Telangana (July 2023) supported by Axis Bank

In response to the devastating floods in July 2023, critical relief was given to 733 affected families across eight villages. Immediate support included household essentials like cooking utensils, solar lights, and tarpaulins, while 229 farmers received agricultural equipment to help restore 282 acres of farmland. These interventions enabled families to restore hope and resilience in the aftermath of the disaster.



Regen Agriculture with GREEN Foundation

In partnership with GREEN Foundation, Vrutti is layering regenerative agriculture practices across four locations, focusing on climate resilience and sustainable livelihoods for rural communities. The collaboration integrates science, society, and market perspectives, led by women collectives, to conserve natural resources while improving food systems. A climate vulnerability assessment is underway, with tools and knowledge being shared to promote long-term sustainability and community resilience.





SAP Collaboration

Vrutti's partnership with SAP focuses on improving the resilience of 35,000 small producer families and strengthening 40 FPOs across Tamil Nadu, Andhra Pradesh, and Karnataka. By adopting a collaborative cluster model, the project fosters institutional strength and business growth for FPOs. In 2023-24, the project engaged 10 FPOs, collecting baseline data and identifying 30 market players for key commodities like paddy, maize, and pulses. Collaborative efforts aim to improve FPO readiness for corporate supply chains, credit access, and digital operations, ensuring long-term sustainability, scalability, and impact.





Growth and Prosperity of Nano Entrepreneurs

The Nano-Enterprise Development programs led by Vrutti, with support from partners like Avendus, GCPL, and Ford Motors, have been instrumental in fostering entrepreneurship among marginalized communities, particularly women, LGBTQIA+ individuals, and MSMEs. These programs aim to provide technical skills, business management knowledge, and access to government schemes to empower participants to build and sustain enterprises. A special focus has been placed on women-led enterprises, enhancing their confidence, economic independence, and capacity to contribute to household finances. The programs emphasize creating sustainable income sources, enhancing market knowledge, and fostering leadership within these communities. As a result, these initiatives have successfully uplifted marginalized entrepreneurs, especially women, by not only improving their livelihoods but also contributing to their empowerment in society.

Nano-Enterprise Development for Beautypreneurs

Donors: Avendus Ltd. in Mumbai, Chennai and Bangalore (2023-2024) and Godrej Consumer Products Ltd. in Karnataka and Tamil Nadu (2020-2024)

The two Beautypreneurs programmes, supported by GCPL and Avendus have impacted the lives of 288 and 184 women entrepreneurs respectively. Through a comprehensive three-level training and support, these initiatives have equipped participants with essential technical and business acumen, fostering a new generation of confident and professional women entrepreneurs. The program's impact is evident in the participants' ability to introduce advanced tools, diversify income sources, and expand their customer base through innovative services like home beauty care. Data from Mumbai, Chennai and Bangalore captures 71% of participants having a remarkable rise in their monthly earnings from ₹16,312 to ₹44,720, enabling them to contribute substantially to their households and invest in their children's education.

Beyond business growth, the program has instilled leadership skills and financial independence in these women, transforming them into role models within their communities. The continuous guidance provided has been instrumental in helping these entrepreneurs overcome challenges and build sustainable businesses.





Vaagai Project (LGBTQIA+ Entrepreneurship Development) (2023-2024)

Donor: Ford Motors Ltd.



The Vaagai Project has broken new ground in empowering the LGBTQIA+ community, particularly transgender individuals, in Tamil Nadu. This innovative program has trained 17 transgender entrepreneurs, enabling them to establish their own businesses and achieve financial independence. The project's holistic approach, combining entrepreneurship training with improved access to 258 social protection schemes, has addressed both economic and social barriers faced by this marginalised community. Participants have not only gained valuable skills in financial literacy and business management but have also experienced a profound boost in self-reliance and confidence. This initiative demonstrates how targeted support can lead to meaningful social and economic integration, paving the way for a more inclusive entrepreneurial landscape.



Vridhhi - Supplier Development Program (2019-2024)

Donor: Walmart Foundation

The Walmart Vridhhi program empowers MSMEs in India, focusing on women-owned businesses. It has reached over 50,000 MSMEs, providing them with skills and knowledge for global supply chains, including Walmart and Flipkart. The program offers digital learning Walmart Vridhhi's Learning Management System (LMS), personalized mentoring, and market guidance. By covering 1,065 participants in 2023-2024, it has boosted business growth, confidence, and leadership skills for women entrepreneurs.



Economic resilience of women fish vendors

FishMARC, a vertical under Vrutti, has focused on building the economic resilience of women fish vendors in Mumbai, Chennai, and Trivandrum by providing them with essential financial services, improving working conditions, and creating sustainable business structures. Through initiatives such as forming producer companies, facilitating access to loans, and linking vendors to new markets, these projects have empowered over 11,000 women to become financially independent. By addressing systemic challenges and fostering collective action, Vrutti has laid a strong foundation for women to secure better livelihoods, improve their income, and ensure their economic sustainability in the long term.



Empowerment of Women Fish Vendors in Mumbai (2020-2023)

Donors: JP Morgan Chase & Co. and EdelGive Foundation

The FishMARC initiative empowered 5,000 women fish vendors in Mumbai through improved financial services, access to government welfare schemes, and enhanced fish handling techniques. Organised into market and village-based groups, these women gained the skills and knowledge to improve their incomes and working conditions. The establishment of Daryavardi Producer Company Ltd. ensured they could continue economic activities independently, while access to new fish products and channels boosted their market presence. This project significantly increased the financial independence of these women, building their long-term resilience.

Empowerment of Women Fish Vendors in Chennai (2021-2024)

Self-funded during 2023-2024 by Vrutti

Vrutti's work with 5,000 women fish vendors across 27 coastal villages in Chennai focused on overcoming long-standing economic and social barriers. Despite their vital role in fish marketing, these women face harsh working conditions and lack recognition. Through financial literacy training, awareness of government schemes, and fish quality improvement, Vrutti has helped them enhance their business practices. By promoting a women's collective and conducting market studies, the project also aims to secure their livelihoods in a highly fluctuating market, building a foundation for long-term economic resilience.

Empowerment of Women Fish Vendors in Trivandrum (2023-2024)

Self-funded during 2023-2024 by Vrutti

Vrutti partnered with Sthree Niketh Vanitha Federation (SNVF) to support 1,265 women fish vendors across 45 groups in Trivandrum. By reviving the federation's governance and introducing digital loan management systems, Vrutti empowered women to manage their finances better. Through savings and credit schemes, many vendors gained access to loans, enabling them to expand their businesses. Financial discipline and increased access to capital have strengthened their economic standing, while regular governance meetings ensured transparency and sustainability for their collective economic growth.



Technical support to sectoral partners

In 2023-24 Vrutti provided technical support to three partners

- Centre for Indigenous Knowledge Systems (CIKS) on developing their business plan
- Institute for Self Management (ISM) on assessment of their organisational and programme delivery structure and sustainability of ISM and their affiliates
- Institution Entrepreneurship Development on resilience building of communities





Social Business

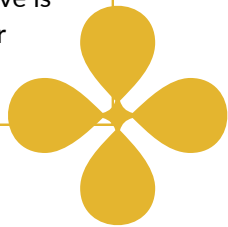
Catalyst Livelihoods Venture (CLV)

CLV, launched in 2022, is a social business initiative implemented by Catalyst Management Services, is being currently implemented among the farmers of Pudukkotai who are covered under Vrutti's 3Fold model.

Catalyst Livelihoods Venture (CLV): CLV is revolutionising the landscape for smallholder farmers by addressing critical challenges faced by Farmers' Producer Companies (FPCs). This initiative is transforming rural economies by doubling farmers' net income and increasing FPC engagement from 25% to 65%. CLV's pilot in Puddukotai, Tamil Nadu, has already shown remarkable results, with 15% of farmers experiencing significant income increases. The program has particularly empowered women, who make up 76% of the 219 participating farmers. By improving production quality, facilitating market access, and driving value creation through processed products, CLV is not just enhancing livelihoods but is also building a sustainable and resilient agricultural ecosystem that benefits the most vulnerable farming communities.

V-LIFE (Vrutti Livelihood Impact Finance Enabler)

V-LIFE is transforming the financial landscape for smallholder farmers by bridging the gap between them and formal financial institutions. This innovative initiative is breaking down long-standing barriers to credit access through a comprehensive approach that includes financial literacy training, credit readiness assessments, and digital solutions. In 2023-2024, V-LIFE facilitated credit access for about 1,700 families, totaling Rs. 5.3 Cr with a remarkable 99% repayment rate. By partnering with various financial institutions and leveraging technology, V-LIFE is not only improving financial inclusion but also empowering farmers to invest in their operations, leading to increased productivity and sustainable income growth. This initiative is playing a crucial role in transforming rural economies and creating a more equitable financial system for marginalised farming communities.





Commons

Common Ground

Common Ground is a transformative initiative addressing the critical challenges of climate change, biodiversity loss, and rural livelihood degradation. By fostering ecosystem entrepreneurship and strengthening collaboration among civil society, government, and businesses, it aims to impact 22 million acres of Commons and 75 million people, especially women, over the next five years. The initiative is driving four key shifts: centralising Commons in rural development, aligning policies with ecological and gender equity, opening market opportunities for resilient livelihoods, and building responsive social infrastructure.

Vrutti plays a key role in designing market-based incentives for ecosystem restoration and rural development. By leveraging public-private partnerships and innovative financing models, Common Ground is creating resilient rural communities with sustainable, equitable livelihoods.

Policy

Rainfed Agriculture

Vrutti's policy initiatives are driving transformative changes at the systemic level. Through the Revitalising Rainfed Agriculture Network (RRAN), Vrutti is influencing policies to benefit rainfed farmers and agricultural labourers across five states, addressing crucial areas such as land leasing, market reforms, and natural farming.

The research on "Re-wiring India's Digitalising Economy for Women's Rights and Well-being" is set to impact the design and implementation of public digital platforms, ensuring they work for women's empowerment. Additionally, Vrutti's participation in national-level consultations on fisheries sector policies is helping shape more inclusive and sustainable practices in this crucial livelihood sector. These policy interventions are creating an enabling environment for vulnerable communities, ensuring that systemic changes lead to lasting improvements in their lives and livelihoods.





TRANSFORMATION

Vrutti's multifaceted approach to transformation is creating ripple effects across various sectors and communities. Through initiatives like CLV and V-LIFE, Vrutti is directly impacting the lives of smallholder farmers, particularly women, by enhancing their incomes, improving access to credit, and strengthening their market positions.

The Common Ground initiative is taking this transformation to a larger scale, addressing environmental and social challenges while promoting inclusive governance and resilient livelihoods. Simultaneously, Vrutti's policy contribution work is ensuring that these grassroots transformations are supported and amplified by systemic changes. Its collaborative engagements are enabling innovation and scale.

By working at multiple levels - from individual farmers to national policies - Vrutti is not just improving lives but is reshaping entire systems to work for vulnerable communities. This comprehensive approach is setting the stage for sustainable, long-term transformation that promises to create more equitable, resilient, and prosperous rural communities across India.





Collaboration

Vrutti's collaborative projects across sectors and geographies have enhanced the resilience of vulnerable farming communities by leveraging partnerships for scale, impact, and sustainability. Through its work with the Community Action Collab, Revitalisation of Rainfed Agriculture Network, Round Table for Responsible Soya, and Green Foundation, Vrutti is contributing to strengthening FPOs, improving sustainable agricultural practices, and designing solutions to address climate and market shocks. The collective approach is a powerful pathway to develop and action scalable, sustainable solutions that empower smallholder farmers, women, and marginalised groups to build economic resilience and secure long-term livelihoods.

Community Action Collab

As a co-founder of the Community Action Collab, and an anchor for the farmer's node, Vrutti played a pivotal role in developing resilience packages for farmers, addressing everyday emergencies and future crises such as climate and health shocks. By collaborating with experts across health, climate, and disaster risk reduction, Vrutti led a package that designed solutions to enhance the resilience of vulnerable farming communities.



COMMUNITY ACTIONCOLLAB

...is 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.

[FIND OUT MORE](#)

Revitalising Rainfed Agriculture Network

Vrutti's collaboration with the Revitalising Rainfed Agriculture Network aims to mitigate risks faced by rainfed farming communities. The 2023-24 engagement is facilitating the development of key policy papers on topics such as land leasing, contract farming, and natural farming, providing a comprehensive framework to address vulnerabilities in rainfed agriculture. By leveraging collective expertise, the partnership promotes sustainable practices and improves market linkages, ensuring resilience for agricultural communities in rainfed regions.



Round Table for Responsible Soya

Vrutti has been a member of the RTRS network since ???. In 2023-2024 Vrutti's RTRS engagement supported 512 soy farmers covering 920 hectares under sustainable soy production. The project provided farm advisory services, capacity building, and inputs to help farmers adopt sustainable and organic farming practices. Through collaboration with farmer producer companies, the project ensured that smallholder farmers could integrate sustainable practices into their production, improving both environmental and economic resilience.

FPO Acceleration Coalition

In partnership with APMAS, Vrutti is building a coalition that aims to transform 1000 FPOs. The seeks to strengthen FPOs at both the individual and federation levels through Deep Engagement and Ecosystem Strengthening. The strategy contours were co-designed and streamlined during the year in collaboration with sectoral experts. The strategy was also presented to NABARD, SBI and SBIF, who showed interest in supporting the collaborative initiative.

Platform for Inclusive Entrepreneurship

The Platform for Inclusive Entrepreneurship (PIE), a collaborative effort by Vrutti, Industree, and Platforms Common Foundation, leverages digital transformation to empower smallholder farmers and women entrepreneurs. It provides digital tools for streamlined market access, financial transactions, and supply chain traceability, while creating digital profiles for Farmer Producer Organizations and entrepreneurs. The platform offers capacity-building modules on business management and digital literacy, enhancing operational efficiency. By digitising supply chains and integrating financial services, PIE reduces entry barriers for small businesses, fostering financial inclusion and economic resilience in rural communities.

In 2023-2024, Vrutti onboarded around 22,300 farmers from its FPOs on the platform





FINANCIALS

VRUTTI

No. 25, Sri Raghavendra Nilaya , 2nd Floor, AECS Layout, Ashwathnagar, Bengaluru - 560 094

BALANCE SHEET - Consolidated

Amt in (₹)

Particulars	Note	As at 31st March 2024	As at 31st March 2023
SOURCE OF FUNDS			
Restricted Funds			
Earmarked Funds	2	2,04,77,916	1,91,84,349
Specific Funds	3	25,61,000	25,61,000
Un Restricted Funds			
General Reserve	4	2,31,86,857	2,23,61,965
		4,62,25,773	4,41,07,314
APPLICATION OF FUNDS			
Fixed Assets			
Tangible Assets	5A	5,85,671	6,59,238
Intangible Assets	5B	4,94,294	8,23,824
Investments			
Long Term Investments		-	-
Current Investments	6A	2,05,07,377	5,00,000
Deposits	6B	7,49,520	11,39,300
Current Assets	6C	3,47,02,174	6,05,09,407
TOTAL ASSETS	(A)	5,70,39,036	6,36,31,769
Liabilities			
Long Term Liabilities		-	-
Current Liabilities	7	1,08,13,263	1,95,24,455
TOTAL LIABILITIES	(B)	1,08,13,263	1,95,24,455
Net Assets	(A) - (B)	4,62,25,773	4,41,07,314
Total		4,62,25,773	4,41,07,314

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 date

For R V K S And Associates

Chartered Accountants

FRN: 0085725

For Vrutti

-Sd-

Venugopal C

Partner

M No. 226247

-Sd-

Muralidharan Thykat

Chairman

-Sd-

Siddhi Harkant Mani

Secretary

-Sd-

M B Giridhar Goud

Treasurer

Date: 21-09-2024

Place: Bengaluru

VRUTTI

No. 25, Sri Raghavendra Nilaya , 2nd Floor, AECS Layout, Ashwathnagar, Bengaluru - 560 094

INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED - Consolidated

Amt in (₹)

PARTICULARS	Note	As at 31st March 2024	As at 31st March 2023
Income			
Restricted Income			
Grant Income	8	19,04,87,356	20,08,70,188
Unrestricted Income			
Donations	9	16,94,114	3,38,831
Interest Income	10	25,16,337	19,70,215
Other Income	11	8,90,918	81,52,747
Total Income		19,55,88,725	21,13,31,981
Expenditure			
Restricted Expenditure			
Grant Expenditure	8	18,45,72,768	18,86,89,252
Establishment and Other Expenses			
Administrative expenses	12	51,89,274	1,00,92,889
Expenses on Employment	13	37,30,026	1,13,51,410
Other Expenses	14	8,51,868	9,99,129
Depreciation	5	4,19,897	1,14,377
Total Expenditure		19,47,63,833	21,12,47,057
Excess of Income Over Expenditure		8,24,892	84,924
Balance transferred to General Reserve		8,24,892	84,924

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 date

For R V K S And Associates

Chartered Accountants

FRN: 008572S

For Vrutti

-sd-

Venugopal C

Partner

M No. 226247

-sd-

Muralidharan Thykat

Chairman

-sd-

Siddhi Harkant Manka

Secretary

-sd-

M B Giridhar Goud

Treasurer

Date: 21-09-2024

Place: Bengaluru



GOVERNING BODY

1 Apr 2023 - 23 Sep 2023

Dr. C Vijaylakshmi - Chair
Mr. MRC Ravi - Vice-Chair
Mr. S Balakrishnan - Secretary
Ms. Raghini Badrinarayan - Treasurer
Mr. N. Raghunathan - Member
Mr. Shiv Kumar - Member
Mr Muralidharan - Member
Mr. Vivekanand - Member
Mr. Johnson Thagaraj - Member
Mr. Pramel Gupta - Member

24 Sep 2023 - 31 Mar 2024

Mr Muralidharan - Chair
Mr. MRC Ravi - Vice-Chair
Ms. Siddhi Mankad - Secretary
Mr. M.B. Giridhar Goud - Treasurer
Ms. Raghini Badrinarayan - CEO, Vrutti
Mr. N. Raghunathan - Member
Mr. Shiv Kumar - Member
Mr. S Balakrishnan - Member



**We thank you for
your guidance and
continued support**



Vrutti is a non-profit organization registered under Karnataka Societies Registration Act, 1960

12A Certificate: CIT(E)BLR/12A/K-113/AAAJC0156H/ITO(E)-2
Vol 2014-2015 – Renewed AAAJC0156HF20214 dt
28/05/2021 Valid till 31/03/2026

80G certificate : CIT(E)BLR/80G/K-114/AAAJC0156H/ITO(E)-2
Vol 2014-2015 – Renewed – AAAJC0156HF20214 dt
31/05/2021 Valid till 31/03/2026

FCRA Registration no.094421378 Valid till 31/03/2026


Contact

Vrutti

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AECS Layout, Bengaluru, Karnataka 560094

Website: www.vruttiimpactcatalysts.org

 @vrutti.lh

 @Vrutti_Catalyst

 @Vrutti -Livelihood Impact Partners

