

ISHĀNYA
FOUNDATION



ENABLING LIVELIHOODS EMPOWERING CHANGE

ANNUAL REPORT 2021-2022



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ABOUT ISHANYA FOUNDATION

For the last 15 years, Ishanya Foundation (IsFon) has endeavoured to be an instrument of change - changing lives and livelihoods of marginalised communities in rural and urban Maharashtra and Gujarat.

Ishanya Foundation was established in 2006 in Pune as a non-profit organisation to work with grassroots initiatives that promote inclusiveness and provide opportunities for enhancing livelihood.

The goal is to create sustainable communities through a gamut of outreach programmes in the areas of women empowerment, education, health, vocational training, livelihood generation, community development and social welfare. IsFon aims to effect positive transformation in the lives of the underprivileged, mainly women, youth, marginalised farmers and their families.

IsFon's work, and indeed its success, are built on two important pillars: Research and Collaboration. IsFon pro-actively conducts regular and extensive assessment studies to collect primary and secondary sources of information. The information is analysed and the findings form the bedrock of IsFon's social initiatives.

To increase scale, expand reach and improve effectiveness, IsFon collaborates with other Indian NGOs, international non-profits as well as state and central governments. This collaborative model has helped IsFon widen its circle of care and reap better outcomes for its impact initiatives.

A registered trust under provision of the Bombay Public Trust Act, 1950, IsFon is registered under FCRA and also for undertaking CSR activities.

OUR PHILOSOPHY

'Give a man a fish and you feed him for a day; teach a man to fish and you feed him for a lifetime'.

Inspired by this old saying Ishanya Foundation's foremost objective is to implement initiatives that empower beneficiaries by equipping them with employable skills that generate sustainable livelihoods, as opposed to merely providing them with material and financial aid. IsFon strives to give wings to the hopes and dreams of the marginalised; helps them to develop skills and nurture aspirations which enable self-sufficiency and socio-economic upliftment.

For IsFon, our beneficiary's success is our success; when they rise, so do we.

VISION

To act as an effective catalyst in creating self-reliant and respectable societies, with secure and sustained means of livelihood, through employable skills and resource support and additionally, to promote and support the rich cultural heritage of India.

MISSION

Since its inception, IsFon has been consistently committed to:

- Identifying and filling gaps in the economy and in the social support systems
- Imparting vocational and soft skills to enhance employability
- Facilitating income generation and self-employment programmes
- Providing marketing and financial support to the beneficiaries
- Promoting initiatives for the development of communities and self-help groups
- Initiating preventive and corrective healthcare facilities
- Enhancing the skills of farmers
- Undertaking soil, nutrient, agri-input and produce enhancement initiatives for farmers
- Supporting performance arts, talent and cultural richness among local communities
- Extending crisis support in times of unexpected calamities and disasters

INITIATIVES CONTINUE TO BE FOCUSED ON:

- Livelihood & Women Empowerment
- Health
- Education
- Community Development
- Social Welfare

MANAGING TRUSTEE PROFILE



MRS. PARUL S. MEHTA

*(Managing Trustee,
Ishanya Foundation)*

The driving force of Ishanya Foundation is Mrs. Parul S. Mehta, renowned social worker, entrepreneur and art connoisseur. She has inspired and led IsFon since 2006, masterminding its many trail-blazing philanthropic and welfare initiatives in Pune and Western India.

Mrs. Mehta has an impressive curriculum vitae. A Commerce graduate from Podar College, Mumbai University, she has also done a B.A. in Sitar from Prayag Sangeet Samiti, Allahabad. Mrs. Mehta also studied at the prestigious Nirmala Niketan.

On the international front, she has successfully completed the Authentic Leadership Development Programme at Harvard Business School and was a key participant in the Women on Boards seminar organised by ICICI Bank at INSEAD, The Business School for the World in Fontainebleau, France.

Lauded for her devotion and dedication to promoting inclusive growth through focussed initiatives in primary health, skill development and sustainable livelihoods, Mrs. Mehta won the Times Power Women Pune Award, 2017 - 'Philanthropy' category.

From the several notable awards, she has also received the Mahatma Award for Social Good 2020 on 30th January 2021 under the category of Poverty Eradication.

TRUSTEES

“

At Ishanya Foundation we believe that India's progress is incomplete without inclusive growth. Only when we build self-reliant, self-sustainable communities with secure means to livelihood and access to education and healthcare, can we claim to be 'developed'. IsFon is committed to working as an enabler towards achieving this goal.

”



MR. SAILESH C. MEHTA
(Trustee, Ishanya Foundation)

MR. ASHOK P. SHAH
(Trustee, Ishanya Foundation)



FROM THE DESK OF MANAGING TRUSTEE



Mrs. Parul S. Mehta

Looking back at the recent past, where grappling with the pandemic has been an unwritten priority for all, we at Ishanya Foundation are proud to have continued our service to mankind for the 15th year in running.

Organisations go from being good to great when social transformation and improvement gets woven into their stated mission, at times, even overriding pursuit of profit. For the past 15 years, Ishanya Foundation has been that critical catalyst fostering social wellbeing while our company excels in its business pursuits.

At Ishanya Foundation, we believe that selfless service to society should be based on the tenet that the relationship between the Giver and Taker needs to be one of Pride and not Pity. The activities need to be so designed that it leads to proud Self-reliance. Thus, our programs are focused on skill enhancement, resource support and market access help to achieve higher income generation for the beneficiaries leading to Sustained Self-reliance.

By creating sustainable livelihoods and enabling financial independence for various segments, ranging from marginalised farmers to college dropouts, youths and women, IsFon continues to touch upon the lives of a cross section of people in the society. Our work in the field of women empowerment is particularly close to our hearts as it alleviates the most critical constituent of society.

The projects undertaken by IsFon are spread across urban as well as rural India, undertaken through various NGOs

underpinning the prime objective of promoting financial independence to eradicate poverty. We believe in actively contributing to social and economic development of the community in which we operate.

During the year, Ishanya Foundation has supported 26,516 beneficiaries through various job oriented vocational programs viz Wadi, Dairy Development, Entrepreneurship, Yellow Ribbon NGO Fair, Mobile Clinic and Health Programs.

The pandemic has continued to disrupt lives for the second year in running, which calls for additional support to the underprivileged as they battle loss of livelihoods and struggle to stay protected from health adversities.

Standing firmly on the foundation of our strong and extensive research and need assessment exercises, we have been channeling our resources towards deriving suitable and effective interventions for all our beneficiaries.

We have an unspoken pledge of working towards building a better and sustainable way of life for the weaker section of the society and holistically contributing to nation building by being a part of India's Growth Story. I would like to conclude by placing my sincere thanks to all our stakeholders who have been a part of this journey so far and solicit their support with folded hands for the years to come.

Thank you.

Mrs. Parul S. Mehta
Managing Trustee-Ishanya Foundation

OVERVIEW OF INITIATIVES

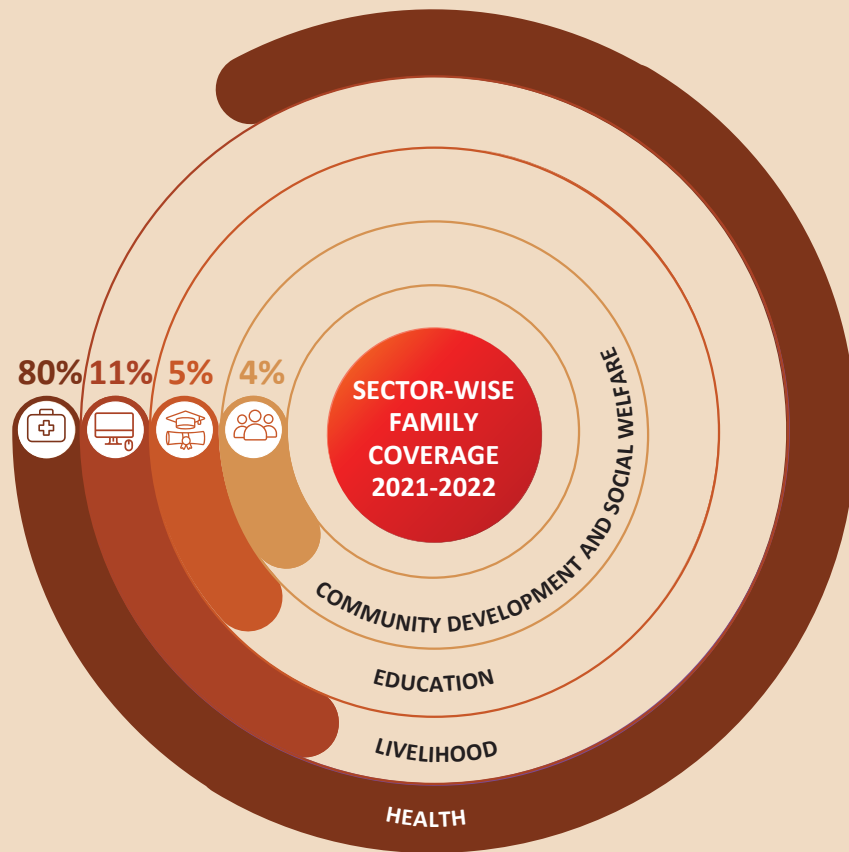
In 2021-22, IsFon has positively impacted the lives of 26,516 beneficiaries through a number of rural and urban initiatives for health, education and sustainable livelihoods.

For urban communities, we continue to implement initiatives aimed primarily at enhancing employability and income. These include Vocational Skill Development Project (VSDP), Livelihood Enhancement through Entrepreneurship Development Project (LEED) like Muskaan, Income Generation Project (IGP), Yellow Ribbon NGO & Artisans Fair (YRNF),

Entrepreneurship Development and Aarogyam.

Rural communities extend to benefit from our Wadi, Dairy Development Project (DDP), Aarogyam, Gyanam, Community Development & Social Welfare, Entrepreneurship Development and Vocational Skills Development Project (VSDP). Through these initiatives, IsFon's dedicated team has helped small & marginalised farmers, women and youth fight poverty, combat health issues and find sustainable livelihoods.

SECTOR-WISE FAMILY COVERAGE 2021-2022



BENEFICIARIES COVERED: 26,516

KEY HIGHLIGHTS 2021 – 2022

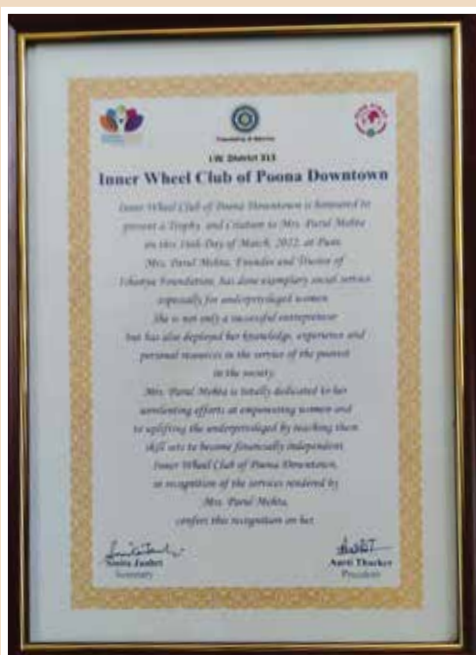
Sr. No	Name of Project	Major Activities	Rural	Urban	Total Beneficiaries Covered
1.	Dairy Development Project (DDP)	Crossbreed Cow, Artificial Insemination, Pregnancy Diagnosis, Vaccination, Fodder Development, Training	276	-	276
2.	Wadi	Mango Plantation, Soil & Water Conservation, Water Resource Development & Conveyance, Vegetables Cultivation, Development of Model / Trail Plots and Effective Water Use, Nursery development & Capacity Building	395	-	395
3.	Aarogyam	Mobile Clinic, Eye Camp, Cataract Surgery, Spectacle Distribution, Health Awareness Camp, Pathology Service, Masks, Ambulance, Oxygen Plant, Oxygen Concentrator, Covid Kit, Support for Medicine, COVID Vaccination Drive	20,175	932	21,107
4.	Community Development & Social Welfare (CDSW)	Garden Development, Water Filter, Food Kit during Pandemic, Donation of Chairs	1,129	-	1,129
5.	Vocational Skills Development Project (VSDP)	Job Oriented Vocational Courses with Spoken English & Personality Development, Sponsorship of Course Fees, Placements	38	282	320
6.	Livelihood Enhancement through Entrepreneurship Development (LEED)	Income Generation Programme, Muskaan, Entrepreneurship Development, Yellow Ribbon NGO & Artisans Fair	31	1,835	1,866
7.	Gyanam	Digital Classroom, Infrastructure Development, Lab Equipment, Sports Kit, Teacher Appointment	1,423	-	1,423
		TOTAL	23,467	3,049	26,516

AWARDS & RECOGNITION

‘Empowerment Ambassador Award’

Mrs. Parul S Mehta, Managing Trustee, Ishanya Foundation received the “Empowerment Ambassador Award” for exceptional efforts made by her in the field of Social Development sector. The award was given at Y4D Foundation Day at the hands of Hon. Finance Minister of State, Dr. Bhagwat Karad at New Delhi on 25th September 2021.

Empowerment Ambassador is a major award given to those who have done exemplary work by empowering people, thus making significant difference in the society.



‘Women of Substance Award’

Mrs. Parul S Mehta, Managing Trustee, Ishanya Foundation received the ‘Women of Substance Award’ for exemplary services rendered towards Women Empowerment. She was felicitated by Inner Wheel Club of Poona Downtown on the eve of International Women’s Week.

The award was conferred in appreciation for her unrelenting efforts at empowering women by deploying her knowledge, experience and personal resources for the services of the poorest.



URBAN INITIATIVES

- Vocational Skill Development Project (VSDP) (Urban & Rural)
- Livelihood Enhancement through Entrepreneurship Development (LEED)
 - 1) Income Generation Programme (IGP)
 - 2) Muskaan
 - 3) Yellow Ribbon NGO & Artisans Fair (YRNF)
 - 4) Entrepreneurship Development (Urban & Rural)

URBAN INITIATIVES

VOCATIONAL SKILL DEVELOPMENT PROJECT (VSDP)

IsFon believes that with quality training and placement support, underprivileged women and youth from marginalized communities can find better opportunities for employment, and gradually lead their families out of poverty.

Women being the driving force of such families, it was imperative we help them learn the skills to livelihood. In doing so, we not only help put food on the table, we foster self-reliance, instill pride and build confidence that impacts their families and the community.

TOTAL 282 aspirants were trained in various job oriented vocational courses.

Objectives:

- To provide vocational training as per the market demand to girls, women, youth and school dropouts from financially challenged communities.
- To provide employable skills to the beneficiaries to lead a sustainable livelihood.
- To provide soft skills training in Personality Development and Spoken English to aspirants who undergo the vocational training, for their overall development and employability.
- To provide sponsorship of course fees to needy students.

Automobile Mechanic Course being conducted at Don Bosco Vyawasaik Prashikshan Kendra



Aspirants who completed the Certificate Course in Information Technology employed at Calibehr



VSDP

Activities:

- Identification and market research for employable skills which are in demand
- Community Mobilisation & Awareness Campaign in the slum communities
- Selection, screening and counseling of beneficiaries & their families
- Design and development of training modules and schedules
- Soft Skills training
- One on one Mentoring and counseling
- Inclusion of guest lectures by experts from various fields to share their expertise with the beneficiaries
- Financial inclusion like health insurance and linkage with the banks
- Monitoring of the various courses as per the schedule and the syllabus
- Evaluation, Assessment, Testing and Certification
- Advocacy with industry for placement
- Tracking of beneficiaries post-employment

Beautician Course being conducted at IsFon



Certificate Course in Information Technology in progress at IsFon



VSDP

The following Job Oriented Courses were conducted during 2021-22:

Courses Conducted	Beneficiaries Covered	Beneficiaries Employed
Professional Beautician Course & Art of Mehendi with Spoken English conducted by IsFon	14	10
Certificate Course in Information Technology with Spoken English conducted by IsFon	23	20
Post Basic B.Sc. Nursing with Symbiosis College of Nursing	09	06
B.Sc. Nursing with St. Andrews College of Nursing	01	Course in progress
Laboratory Technician Course with Suburban College of Paramedical Education	05	04
Basic Plumbing Course with Dnyanada Institute of Flow Piping Technology	21	19
Autotronics Course with Don Bosco Vyawasaik Prashikshan Kendra	15	14
Automobile Technician Course with Don Bosco Vyawasaik Prashikshan Kendra	15	12
Mechanic Motor Vehicle-ITI Course with Don Bosco Vyawasaik Prashikshan Kendra	05	Course in progress
Mechanic Auto Body Repair –ITI Course with Don Bosco Vyawasaik Prashikshan Kendra	06	Course in progress
Manual Insertion Operator Course with Youth for Development Foundation	133	133
Asst. Operator Course with Youth for Development Foundation	23	23
Turner Fitter Course with Youth for Development Foundation	01	Course in progress
Soft skills, mock interview and typing facilitated by IsFon	11	11
TOTAL	282	252 (13 aspirants undergoing the course)

Total Trained:
282 aspirants

Total employed:
252 aspirants

Salary:
₹10,000/- to ₹23,000/-
per month

VSDP

GLIMPSES OF GROWING EMPLOYABILITY

Aspirants of Manual Insertion Operator Course



Aspirants of Assistant Operator Course

Soft Skills Training



Manual Insertion Operator Course

Mentorship Session

Basic Plumbing Course



VSDP

VSDP SUCCESS STORIES



Ms. Pooja Shivaji Yede

Support: Sponsorship given for Post Basic B.Sc. Nursing from Symbiosis College of Nursing

Placement: Staff Nurse at D.Y. Patil Hospital, Pune

Salary: ₹ 22,000/- per month

Pooja's father is a construction worker earning a meagre ₹ 60,000/- per year while her mother is a housewife. They live together in their own kaccha house. Pooja completed her GNM and worked for one year at City Care Hospital but always had the dream for pursuing Post Basic B.Sc. Nursing which she was able to do through a scholarship from Ishanya Foundation. Today, Pooja is a qualified staff nurse at D. Y. Patil Hospital earning ₹ 22,000/- per month.



Mr. Kishor Jadhav

Support: Sponsorship given for Assistant Operator Course

Placement: Trainee at Motherson Automotive Technologies in Chakan, Pune

Salary: ₹ 14,500/- per month

Kishor is from Ghargaon, Tal-Sangamner, Dist. Ahmednagar- a tribal area. His father is the only earning member in his family.

After completing an 'Assistant Operator Course' sponsored by IsFon, Kishor got a job as a 'Trainee' with Motherson Automotive Technologies in Chakan, Pune and draws a salary of ₹ 14,500/- per month. This has given him confidence and a positive approach towards life.

He says that due to his job, he has seen a complete change in the outlook of his family; his father is happier and more relaxed. He is very thankful to IsFon and is eager to share his experience with his friends.

VSDP

VSDP SUCCESS STORIES



Ms. Saira Shabbir Shaikh,

Support: Certificate Course in Information Technology at IsFon

Placement: Back Office Executive at MDI Network, Pune

Salary: ₹ 13,584/- per month

Saira who stays at Yerawada, Pune had completed her B.Com. but found the degree was not enough to get a good job. She enrolled for 'Certificate Course in Information Technology' (CCIT) at IsFon. After completion of the CCIT course, she immediately got a job as 'Back Office Executive' at MDI Network in Viman Nagar, Pune. Earlier, the family was unable to meet their expenses adequately as her father is a rickshaw driver. Saira, with her salary of ₹ 13,584/- per month is now able to support her family.



Ms. Priyanka Soma Ghoirat

Support: Sponsorship for Manual Insertion Operator Course

Placement: Associate Trainee at Aptive Automotive, Chakan, Pune

Salary: ₹ 15,141/- per month

Ms. Priyanka is a tribal from Tirpad, Ambegaon, Pune. There is no job oriented technical training centre near her home. Her father is the only working member in the family and earns just ₹ 4,000/- per month through farming and hence they were in a difficult financial situation.

IsFon sponsored her course and she successfully passed the certificate course in 'Manual Insertion Operator'. She was immediately absorbed as 'Associate – Trainee' at Aptive Automotive, Chakan, Pune with a salary of ₹ 15,141/- per month. Priyanka is the happiest person today and she can comfortably take care of her family. Her parents are proud as she is the only girl earning in her village. She is thankful to IsFon for guiding her and showing her the way to self-sufficiency and economic independence.

VSDP (RURAL)

IsFon initiated skill enhancement through various training programs such as Tailoring courses and Optometry courses. These activities created a positive impact on the aspirants, providing them financial stability and inclusivity within the community.

**Tailoring
Course
Beneficiaries**

32

**Beneficiaries sponsored
for B.Sc. Optometry at
Laxmi College of Optometry**

06

VSDP SUCCESS STORIES



Mrs. Sonam Baban Pardhi

Support: Basic tailoring course

Earning: ₹ 6,000/- per month

Sonam is 18 years old staying with four other members in her family. Her father is the only earning member and is working at Taloja MIDC at a modest salary.

Sonam wanted to support her family financially. She came to know about IsFon's tailoring course and enrolled for it. The course helped her gain confidence to hone her stitching skills and find the courage to start her own enterprise of stitching fashionable saree blouses. Now she is earning ₹ 6,000/- per month.



Mrs. Aarti Subhash Bhoir

Support: Sponsorship of fees for Diploma in Optometry

Earning: ₹ 15,000/- per month

Aarti's family consists of two sisters, one brother and mother who is a house wife. Her family was going through a difficult time. Yet, Aarti had a keen desire to study. In 2014, she took admission for Diploma in Optometry in Panvel.

Due to financial constraints, she approached Ishanya Foundation for help. IsFon provided the much needed financial support under the Vocational Skills Development Project. After completing her course, she is now working as an Optometrist in Sunshine Eye Care Hospital, in Khopoli which is a great help to her family.

LEED provides entrepreneurship opportunities and facilitates livelihood through secondary source of income generation for financially challenged women.

Income Generation Programme (IGP)

The Income Generation Programme supports more than 75 women from the marginalized communities in Pune and two NGOs namely Anubhuti Foundation and Seva Sahayog Foundation.

Beautiful handmade cloth products like gift envelopes, gifting bags, thali covers, table mats, saree covers, jewellery pouches, etc. are carefully designed by experts and make perfect gifting options.

Women who already have basic stitching skills using a sewing machine are trained to make various gifting products. After a thorough quality control check, the beneficiaries are trained to stitch them. This new enhanced skill set helps to earn a secondary source of income.

₹ 3,25,906/-

Income earned by ladies

₹ 7,97,418/-

Sale of products

Unique gifting products stitched by women, which is their secondary source of income



Women associated with Income Generation Program stitching the products



LEED

Muskaan

- Based on the principle of 'Reuse, Recycle & Revenue', this is a unique initiative empowering financially challenged women fondly called 'Muskaan Parees'. The Parees are from marginalized communities, between 25 to 50 years of age, and have missed out on education.
- Resource Recycle Centre as well as ladies from various walks of life from Pune and Mumbai graciously support the initiative by collecting pre-owned garments and accessories, which are thoroughly checked for quality and usability. These are then sold by the Parees enabling them, to earn an additional income and attain more financial stability.
- It also benefits the customers since the items are sold at a very nominal price.
- The unsold garments are collected by Swachh under its V-Collect initiative for recycling.

₹ 1,47,710/-

Total value of sale of garments

₹ 3,585/-

Sale of other items through Credit Kart

1,282/-

Beneficiaries

Muskaan stall selling pre-owned garments



Pre-owned garments being distributed to Muskaan Parees



LEED

Yellow Ribbon NGO & Artisans Fair (YRNF)

- The Yellow Ribbon NGO & Artisans Fair is an annual pre-Diwali event which was organized from 8th to 11th October 2021 at Creativity, Pune. It is a unique platform that brings the collective work of NGOs, artisans, farmers, social enterprises and SHGs from across India providing them with a platform to reach out to their stakeholders be it – individuals, corporates and government bodies.
- The YRNF provides its participants to showcase and sell the products made as a part of their income generation activities. True to its motto “achchi kharidari, accha karma”, the event also generates awareness about the work they do and the various causes they support such as livelihood, health, women empowerment, education, environment and social welfare.
- The foundation makes gift hampers which includes products made by some of the participants. The sale of these hampers also helps in sale and exposure of their products.
- This year’s participants came from across Maharashtra, Himachal Pradesh, and Rajasthan. They exhibited and sold products ranging from sweets, gifting articles, diyas, dry fruits, candles, flower vases, organic cereals & pulses, traditional Indian woven sarees and dress material and much more.

39

Total Participating Organisations

₹ 10,46,900

Total Sale

Gift hamper Sale

₹ 1,37,500/-

55 Hamper bags benefitting 8 NGOs, SHGs and Farmer producers

Stalls at the YRNF



Yellow Ribbon NGO & Artisans Fair (YRNF)



LEED

Entrepreneurship Development (Urban & Rural)

For many who live on the fringes of society, to start their own business or expand an existing one, is a difficult dream. They struggle with poor entrepreneurial capabilities, unavailability of information and access to markets as well as lack of finances to purchase related necessary equipment.

Our Entrepreneurship Development initiative supports them to make their dreams come true. The programme seeks to enhance skills and knowledge to empower self-employment and run small businesses through various initiatives. Our contribution included:

Urban			Rural		
Hand Cart	27		Photoshop Set	01	
Tiffin Kit	10		Welding Shop Set	01	
Plumbing Kit	01		Beauty Parlor Kit	02	
Colour Inkjet Printer	02		Electrician Kit	02	
Food Processor, Industrial Mixer, Plastic Bottles Sealing Machine, Weighing Machine, Mannequin	20		Catering Set	01	
Food Dryer with 12 Trays	10		Tapari	03	
Welding & Drilling Machine with Cable	03		Barber Tool Kit	04	
Industrial Sewing Machine	01		Handcarts	09	
			Sewing Machine	05	
			Flour Mill	02	
Total Beneficiaries	74		Painting Kit	01	
			Total Beneficiaries	31	

10 women from marginalised community supported for enhancing their Tiffin services



Three beneficiaries supported with Welding & Drilling Machine with Cable



LEED

Entrepreneurship Development Project (Urban)



LEED

Entrepreneurship Development Project (Rural)



LEED

Entrepreneurship Development

SUCCESS STORIES (URBAN)

Livelihood Enhancement through Entrepreneurship Development

Entrepreneurship Support to Anubhuti Foundation and Maa Kaamakshya SHG

Beneficiaries: 10

With the support of a Food Dryer, apricots and figs can be dried. Also curry leaves, tomatoes can be dried, preserved and sold in the market nearby since there is a huge demand for the same. The sale of the additional produce will result in additional income generation for the SHG members.

Support of **Food Dryer** to Maa Khamakhya SHG, Himachal Pradesh



Beneficiaries: 20

Equipment provided by IsFon to Anubhuti Foundation resulted in 50% saving in cost of making pickle masalas.



LEED

SUCCESS STORIES (URBAN)



Mrs. Ragini Patil, Tiffin Service
Earning ₹ 10,500/- per month.

Mrs. Ragini Patil was in the 'Tiffin Service' business at Bharatnagar, Alandi Road, Pune for 5 years but was unable to meet the demands of her existing customers as her utensils were very old and damaged.

After she approached IsFon office and explained her situation, she was given a whole set of utensils, and a commercial gas stove of a bigger capacity.

Within a few days, her business earnings increased to ₹ 10,500/- per month. She says that due to IsFon, her customers are now happy and she has got a new vigour to serve her customers.



Mr. Sudam Pandit, Handcart
Earning ₹ 20,000/- per month.

Sudam runs a vada pav and tea business on a roadside rented handcart in Vishrantwadi, Pune since past 5 years. The business would fetch him about ₹ 12,000/- per month. as customers would hesitate to come to him looking at the sorry state of his handcart.

He contacted IsFon for help. IsFon supported Sudam with a new handcart with enclosure on top to upgrade his business.

Today, he is able to attract more customers and his income has increased to ₹ 20,000/- per month. Sudam is thankful to IsFon for their timely help.

LEED

SUCCESS STORIES (RURAL)



Mr. Deepak Shantram Pardi, Barber Shop
Earning ₹ 10,500/- per month.

Deepak has his own barber shop at Bhalyachiwadi village in Panvel. Earlier he had an old style wooden chair for his customers. Besides, his shop was not equipped with latest trimmer and massage machine. As a result the youngsters used to go to other surrounding villages for an haircut and massage.

After IsFon's intervention, his shop was equipped with a proper barber chair, a good trimmer and massage machine. This change helped him to add young customers from his village and increased his daily income from ₹ 150/- to ₹ 350/- per day.



Mrs. Nikita Nisikat Jage, Handcart
Earning ₹ 15,000/- per month.

Nikita is 37 years old and has a son and a daughter. She belongs to an economically weaker section and is the only earning member in the family. Earlier she had a tough time meeting her family needs. She wanted to do something to provide financial support to her family. She used to prepare snacks on a small table in front of her house in Chindran village in Panvel and sell them to customers. During monsoons and summer, it was difficult for her to sell as

the food items were in the open.

Nikita approached IsFon and requested for a handcart under its Entrepreneurship Development Program. IsFon provided support in purchasing a handcart. As a result, she is now mobile and sells her food items in two places in the village. Besides, even during monsoons and summer her business is not affected.

Nikita says she is happy because her income has increased from ₹ 200/- to ₹ 500/- per day and is indebted to IsFon's timely help.

EMPLOYEE/VOLUNTEER ENGAGEMENT ACTIVITY

Individual volunteers, as well as Deepak Fertilisers And Petrochemicals Corporation Limited (DFPCL) & Smartchem Technologies Limited (STL) employees and their spouses voluntarily supported the IsFon activities during the year. They willingly wanted to give back to the community and take part in the philanthropic causes initiated by IsFon.

83 employees and their spouses participated in the orientation programme conducted by IsFon.

Details of activities	Total employees involved
Yellow Ribbon NGO & Artisans Fair (YRNF)	28
Donation towards 51 Cataract Operations amounting to ₹ 2,15,500/-	22
Mock Interview	05
Mentorship Programme	05
Volunteer Engagement	09

Volunteers associated with IsFon all in smiles after the mentorship session of aspirants





RURAL INITIATIVES

- Wadi Project
- Dairy Development Project (DDP)
- Community Development & Social Welfare (CDSW)
- Aarogyam (Urban and Rural)
- Gyanam

RURAL INITIATIVES

WADI PROJECT

Under this initiative, the small and marginalized farming families are given access to integrated farming tools and techniques for intensive land development. They are also provided expert guidance in new techniques, commercial farming and market linkages.

Selected with due diligence based on set criteria, the farmers are given support to establish a half-acre Kesar mango orchard with 30 trees. IsFon assists with almost every aspect of the orchard - from water resource development, lifting devices, farm tools, plant nutrition and protection.

Support given on 0.5 acre land:

- Establish mango orchard - Kesar variety
- Fertiliser
- Pesticide
- Farm Tools
- Vegetable seeds
- Water pumps & pipes
- IPM & INM techniques
- Development of eroded wasteland through soil and water conservation
- Cultivation of vegetables
- Development of Model/Trial Plots
- Capacity building

Total no. of mango trees planted	11,460
Survival rate	85.31%
Acres	191.50
Families covered	380 Wadi + 10 WRD support + 5 Nursery = 395
Villages & hamlets covered	18
Total income from vegetable sales	₹ 71.04 lakh/- (257 farmers)
Number of farmers cultivating vegetables on their own	380
Nursery developed	Vegetable saplings - 05 (14,666 vegetable seedlings), Mango - 08 (4,286 grafts), Jasmine - 01 (1,282 saplings)
Demonstration of new plots	19 (Jasmine - 5, Marigold - 3, Ginger - 2, Cherry Tomato - 3, Turmeric - 3, Sweet Corn - 2, Baby Corn - 1)
Aspirants meetings	106

WADI PROJECT

SUCCESS STORIES

Name of Beneficiary:

Mrs. Nami Soma & Mr. Soma Navshya Pardhi

Village: Hedutne, **Tal:** Panvel, **Dist.:** Raigad

Nami and Soma have two sons. Sharad, the elder son is in second year of ITI while Arun, their younger son is in 10th class. Both the children also help the parents in the farms. Before the wadi plantation, their land was uncultivable and therefore could not fetch any income. After the visit by the IsFon staff and providing all help in fertilizer and plant protection application, the land started to yield results, generating additional income from mangoes and vegetables. IsFon's support was very helpful as the livelihood of the family is dependent on agriculture and allied activities.

Land: 1 Acre

Crop	Cultivated Area@R/Nos.	Yield (Kg)	Total Income
Mango	18	1,980	₹ 23,500
Vegetable Cultivation	Sponge Gourd, Cucumber-20R	780 + 820	₹ 40,420
Grand Total Income			₹ 63,920



Name of Beneficiary:

Mrs. Savitri & Mr. Namdev Appa Sapre

Village: Khairwadi **Tal:** Panvel **Dist.:** Raigad

Savitri & Namdev have one son, Jayesh who is studying in 6th class. Namdev works in the farms and since the income is uncertain, he also worked as a laborer on daily wages in the Taloja MIDC.

He reached out to IsFon and attended the village meetings organized by them and understood how to make mango grafts and jasmine grafts. He worked closely with the IsFon team and managed to develop his own nursery, selling the saplings to nearby farmers and in the local market. This fetched him a good income and therefore he started focusing on his farm and stopped going out to work.

Land: 1 Acre

Crop	No. of grafts	No. of grafts consumed in own farm	Sold qty in nos.	Rate per graft	Total Income
Mango	1,013	-	912	₹ 78	₹ 71,136
Jasmine	1,494	350	991	₹ 10	₹ 9,910
					₹ 81,046



WADI PROJECT

SUCCESS STORIES

Name of Aspirant: Mrs. Jayshri Sajjan, Mr. Sajjan Govardhan Pawar

Village: Kanpoli, **Tal:** Panvel, **Dist.:** Raigad

Sajjan and Jayshri have a daughter studying in 8th class and son in 6th class. The daughter helps them in the farm work during vacations. Agriculture is their main source of income. After training and seed support, Jayshri and Sajjan started floriculture farming and changed their cropping pattern. Due to this intervention, they got more income other than what they earned through the regular crops. Hence they decided to continue floriculture farming and are encouraging other farmers for floriculture.

Land: 1.5 Acre					
Plantation Year (Marigold Flowers)	Cultivated Area @R	Self consumption quantity (Kg)	Sold quantity in Kg	Avg. rate of flowers per KG.	Total Income
2021-22	05	5.5	335.50	₹ 60.00	₹ 20,130



WADI PROJECT

SNAPSHOTS OF SUCCESS

Vegetable seedlings Nursery



WRD & Conveyance Equipment



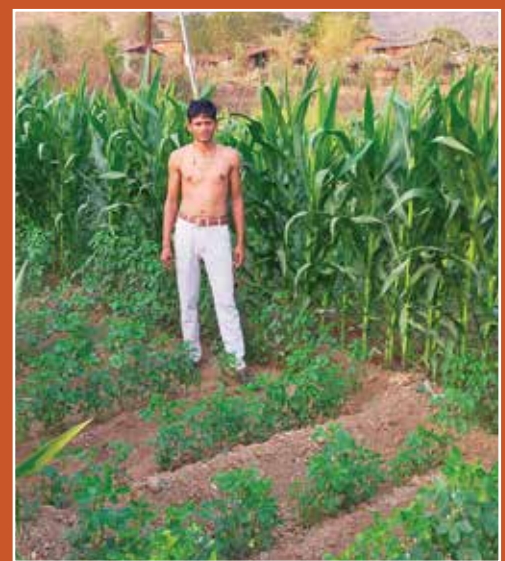
Kesar Mango Fruiting



Water Resource Development & Conveyance



Trial Plot



Grading and Packing of Vegetable for market



DAIRY DEVELOPMENT PROJECT (DDP)

For small, marginalized, landless farmers and labourers, the DDP aims to build and enhance dairy farming productivity. Based on set criteria, aspirants are selected with due diligence and provided assistance to start and improve dairy farming. These small dairy farmers can earn ₹ 8000/- to ₹ 12,000/- per month through the sale of milk and cow dung.

- Eligible women of farmer's households are supported with cross breed cow
- Assistance in the development of fodder plots
- Doorstep services of vaccination, artificial insemination followed by pregnancy diagnosis of cows and buffaloes
- Support of market linkage for selling milk

Total milk produced	4,62,970 Ltr
Milk consumed at home	1,00,005 Ltr
Milk consumed by calf	69,615 Ltr
Milk sold in the market	2,93,350 Ltr
Additional Income through sale of milk	₹ 1,14,92,010/-
Cow dung produced	99.55 MT
Artificial Insemination + Sorted Semen AI-14	837
Pregnancy Diagnosis (PD) (Jan-20 to Dec-20)	905 Confirm Pregnancy Diagnosis (CPD) - 399, Empty - 76; Repeat - 411; Pending - 19 = 905 Conception Rate - 45.03%
Calving	281 (Male - 129, Female - 152)



SUCCESS STORIES

Name of Participant:

Mrs. Gangabai Ragho Gondhali,
Mr. Ragho Tukaram Gondhali

Village: Khairne **Tal.:** Panvel

Dist.: Raigad

Gangabai and Ragho have two sons who are working on temporary basis in a private company and one daughter who is married. The family is a marginal land holder. Ragho being illiterate, could not get a job on regular basis. However, after dairy intervention from IsFon, his income improved substantially which helped him in his children's education and to get them married. Due to the steady income generated by the IsFon's dairy project, there is now no need for him to look out for a job.

Name of Participant:

Mrs. Nalini Vishwanath Patil &
Mr. Vishwanath Sitaram Patil

Village: Kumbarli, **Tal:** Ambarnath,

Dist.: Thane

Nalini and Vishwanath have three daughters, Kasturi 11 yrs. (5th std.), Prajakta 7 yrs. (2nd std.) and Ishwari 3 yrs old. Vishwanath is a marginal farmer and due to the uncertainty in climatic conditions, he is not able to generate sufficient income from his farm. So he started the dairy business with the help of IsFon. Due to the training by IsFon on the Dairy project along with Isfon's door step support on vaccination, etc., he is able to get regular income and is successful in this business.

Land: 1 Acre

Support Given	2 cows; B-8 & B-10 Medicine Kit; Training; Exposure
Asset Created	3 calves are in milking, 1 calf 2 yrs old, 1 calf 1 month old (₹ 1,35,000/-)
Milk Yield	Total milk produced: 4,900 Ltr Home & Calf Consumption: 1,810 Ltr.
Total Income from Sale of Milk	Milk sold: 3,090 Ltr @ ₹ 40/- per Ltr.
Annual Income	₹ 1,23,600/-

**Land: 20R**

Support Given	2 Cows; B-45 & B-47 Medicine Kit; Training; Exposure
Asset Created	2 male calves & 1 female calf 1 month old (₹ 15,000/-)
Milk Yield	Total milk produced: 5,460 Ltr.
Total Income from Sale of milk	Milk sold: 3,260 Ltr. @ ₹ 40/- per Ltr.
Annual Income	₹ 1,30,400/- lac



FODDER DEVELOPMENT

Fodder development is crucial to the running of a dairy enterprise. IsFon's experts know that green fodder is a cost-efficient initiative for the farmer's livestock, yet its availability is insufficient. With the limited land under fodder cultivation, dairy farmers need to focus on improving productivity of fodder crops. To increase the profit of the dairy enterprise, IsFon supported cultivation of Azolla, Maize and Napier Grass.

Azolla	10
Napier Grass	10
Calf Grower Feed Distribution	100
Maize Seed Distribution	100

Napier Grass



Maize Fodder Plot



Azolla Cultivation



Fodder Seed Distribution



COMMUNITY DEVELOPMENT & SOCIAL WELFARE (CDSW)

Under this initiative by IsFon, community members come together to resolve common problems by taking collective action. The aim of this initiative is to bring about community development through collective actions of the members of the community by acting as a catalyst to overcome economic, social and environmental difficulties.

Key activities this year included:

ACTIVITY	QTY	REMARKS
Distribution of Grocery kit to slums in Andheri	250 nos.	4 kg rice, 4 kg wheat, 2 kg sugar, 2 kg tur dal & 2 lt soyabean oil
Donation of water purifier in Rahiyad village, Dahej	450 nos.	Distribution of water purifiers
Installation of children's playing equipment in public gardens at Rahiyad & Suva village	2 nos.	Children from 419 families benefitted
Donation of furniture to Marine Police Station, Dahej	10 chairs	For visitors & staff

Distribution of water purifiers



Grocery kit distribution



Donation of equipments for Children's play area



AAROGYAM (URBAN & RURAL)

Health is a major focus for IsFon. Ignorance and poor nutrition are part and parcel of life in slums and in marginalized rural and tribal communities. Poverty makes things worse as the afflicted people cannot afford the cost of medical checkups and treatment. For vulnerable populations in and around Pune city, and in the villages of Taloja MIDC, IsFon provides preventive health care services aimed at improving health and thereby the quality of life as well. Through health awareness programmes, proactive diagnosis and care, IsFon aims to:

- Assess and diagnose the health needs of individuals, families and communities
- Provide qualitative, preventive and curative health care to the community
- Provide doorstep healthcare services through Mobile Clinic
- Increase the focus on health promotion and prevention, screening and early intervention
- Improve access to health care services
- Reduce medical expenses through early detection of diseases of the needy

Key activities

IsFon started a collection centre for pathological investigations at its office through a tie-up with N. M. Medicals. It serves as a convenient collection centre for patients to avail pathological services at very nominal costs. All pathological investigations are covered under this initiative.

During the year, the facility was publicized via social media campaigns, and awareness drives were also carried out through doctors and other individuals.

Under Aarogyam, IsFon also went all out to render aid and assistance during the pandemic that paralysed India and negatively impacted so many. Masks for health workers, ambulances for emergencies, hand sanitizers, PPE kits and food packets were donated in huge numbers, while our mobile clinic service provided aid to numerous patients in and around villages near Pale, Taloja.

21,107
(Urban – 932
Rural – 20,175)

Patients covered

AAROGYAM

Eye check up camp conducted at Pale Khurd, Panvel covered 243 patients. 120 cataract surgeries were conducted and 82 patients were given spectacles



Mobile Clinic – benefitted 13,704 patients across 24 villages around Taloja (59% female, 27% male & 14% paediatric)



Pathology collection centre at Pune covered 568 patients



AAROGYAM

Testimonials



“

Jamanabai (65 Yrs.) is a woman farmer who helped her husband in agriculture work. Her son is the only earning member in the family, working as a daily wages laborer at Taloja MIDC. She could not perform her daily chores comfortably due to poor vision. She could not visit any hospital for any treatment as the medical expenses were beyond her means.

She heard about the eye camp that was to be conducted by IsFon's mobile clinic at Pale Khurd and availed of the services. Cataract was detected in both her eyes and she finally got operated at the Laxmi Charitable Trust, Panvel through IsFon.

Jamanbai now has clear vision in both eyes and is able to do her daily work at home and on the farm to support her son and husband.

”

Mrs. Jamanabai Bhagwan Patil

Village: Chindran, **Tal:** Panvel. **Dist.:** Raigad

ACTIVITIES CARRIED OUT DURING PANDEMIC

Activity	Quantity	Collaborations
Donation of Ambulance	2 nos.	- Swami Ramanand Teerth Rural (SRTR) Govt. Medical College & Hospital, Ambajogai, Beed - JIIU Indian Institute of Medical Science, Warudi, Badnapur, Dist. Jalna
Installation of Oxygen Generator Plant	4 nos.	- Shree Sardar Patel Jalalpore area, Tashkandnagar, Navsari, Gujrat - Sub District Hospital, Trimbakeshwar, Nashik, Maharashtra - Shri Shaneshwar Rural Charitable Hospital Shani Shingnapur, Tal. Newasa, Dist. Ahmednagar, Maharashtra - Meltron Hospital, Aurangabad Municipal Corporation, Maharashtra
Donation of Oxygen Concentrator	5 nos.	Mumbai Municipal Corporation
Distribution of COVID Kit at Nearby Villages of Taloja Plant	2,800 families	One kit contains 500 ml sanitizer, 4 masks covering 9 villages around Taloja MIDC
Distribution of Hand Sanitizer	1,000 lt.	- Health Department (Govt. of Maharashtra) - Police Stations – Taloja, MIDC - Other Govt. offices
Vaccination for COVID	360 nos.	- VAXALL - Sancheti, Jehangir, KEM and Usha Nursing Home
Awareness session for registration in CoWin App & Pranayam session	62 nos.	Conducted virtually by IsFon

ACTIVITIES CARRIED OUT DURING PANDEMIC

Oxygen Plant Donation



Ambulance Donation



Covid Kit Distribution



Vaccination Support



Donation of Oxygen Plant



GYANAM

The two-pronged goal comprises of:

- Creating a better school learning environment through various interventions
- Improving the overall quality of education

Activity	Quantity	Remarks
Construction of Aanganwadi Classroom	01 nos.	• Pale Khurd, Panvel • Benefitting 50 children
Setting up of digital class for Raigad Zilla Parishad schools	10 nos.	• Devichapada – 4, Padghe – 4, Dongryachapada – 2 • Conducted training of teachers to make them digital friendly • Benefitting 606 students
Providing Science Laboratory Equipment & Printer	01 nos.	• Madhymic Vidhyalay Chindran • Benefitting 175 student
Provided Sports Kit to RZP School, Chindran	01 nos.	• Benefitting 290 students
Appointment of Special Subject Teacher at Rahiyad Secondary and Higher Secondary school	01 nos.	• Appointed Special teachers for Class 11 and 12 for Commerce subject for improving the learning out come • Benefitting 37 students
Infrastructure development in Rahiyad Primary Schools (Roof Sheet, etc.)	01 nos.	• Iron Roof Sheet Installation in Rahiyad Primary school. This facility accommodates 265 school children for school activities • Benefitting 265 students
Arrange Safety Training programme under CSR-activity at Rahiyad Primary School	02 nos.	• Organised awareness programme on Home Safety for Class 6 to 8 Primary School students and Class 9 to 12 Secondary School students

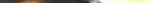
Aanganwadi Classroom

Digital Class

Science Laboratory



Femina

PARUL MEHTA 

11

OUR COLLABORATIONS

URBAN

- Youth for Development Foundation
- Don Bosco Vyawasaik Prashikshan Kendra
- Suburban College of Paramedical Education
- Sahyadri Hospital
- Dnyanada Institute of Flow & Piping Technology
- Seva Sahayog Foundation
- Social Ventures Partner (SVP)
- Zomato
- VaxAll
- Anunaad Yoga
- Resource Recycle Centre
- Swachh NGO
- Anubhuti Foundation
- Inner Wheel Club of Poona Downtown
- St. Andrew's College of Nursing

RURAL

- Dept. of Animal Husbandry, Panvel
- Laxmi Charitable Trust, Panvel
- Laxmi College of Optometry, Panvel
- Association of We Clubs of India, New Panvel
- State Health Department of Maharashtra and Gujarat
- Brihanmumbai Municipal Corporation
- Raigad Zillah Parishad, Maharashtra
- Rahiyad Primary and Secondary School, Dahej, Gujarat

ISHANYA FOUNDATION TEAM



THANK YOU

Today, as Ishanya Foundation stands at the 15-year milestone, we cannot but look back on the journey that was. The challenges we faced, the support and encouragement we received, the big and small successes that made us smile with pride.

We thank all our well-wishers, donors, partnering agencies, collaborators, brand ambassadors and corporate affiliates for their overwhelming support. Your continuous encouragement has inspired us to stay true to our mission, and stay the course. We pledge to remain committed to our cause, and work with even more fervor and dedication towards enabling socio-economic change in the years ahead.

AN APPEAL

Partner with IsFon to empower the poor and marginalised by teaching them skills and providing them resources they need to build sustainable livelihoods. By giving them access to skill training, employment opportunities, education, healthcare, farming resources, etc., we can build an 'Atmanirbhar Bharat' and help these disadvantaged people live with dignity and security.

You can help by:

- Extending support to the women of landless and marginalized farmers by donating a cow, nutrition kit, insurance and medicines (Total amount ₹ 31,000/- Partial donation is welcome.)
- Extending support to the women of small and marginalized farmers, to establish a mango orchard on 0.5 acre of land with 30 Kesar mango trees, water resource development & conveyance, and vegetable cultivation (Total amount ₹ 35,000/- Partial donation is welcome.)
- Donating towards cataract operation (Total amount ₹ 4,500/-)
- Donating pre-owned garments
- Contributing to health camps by donating for free treatments, operations of the underprivileged
- Donating to start/upgrade entrepreneurship development for individuals
- Offering your services as a volunteer, trainer or mentor

For more details kindly contact:

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**LET'S JOIN HANDS TO
MAKE A DIFFERENCE.**



ISHANYA
FOUNDATION



ISHANYA FOUNDATION

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