



nirmaan.org

# ANNUAL REPORT 2024-2025



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## Governing board



**Mr. Mayur Patnala**  
Founder and Global CEO,  
Nirmaan Organization



**Mr. Abhishek Vaddadi**  
Core Team Member, SuperK



**Ms. Sandhya Rani Kanneganti**  
Retired Government Servant,  
Indian Postal Services 1987 Batch



**Mr. Rakesh Singhania**  
CFO and Partner, Gloplax



**Mr. Ashok Kumar Agarwal**  
Retired, previously Founder of SQL  
Star International Ltd, Cyber Media  
India Ltd, ACS Technologies



**Mr. Laxmikanth Venkatraman**  
Managing Partner, Pavestone  
Capital



**Mr. Vineet Saxena**  
Global Head of Fraud and Credit  
Control Services at HSBC



**Ms. Bala Padmaja Donepudi**  
Chief Financial Officer  
- India & APAC, Credera



**Mr. Prashant Venkat Nandella**  
President, HYSEA

## Organization Advisory Council



**Mr. Jayesh Ranjan IAS**  
Principal Secretary to GoT.,  
I&C and ITE&C Departments,  
Advisor to Nirmaan



**Mr. Raju Reddy**  
Founder & Former CEO,  
Sierra Atlantic

## Nirmaan USA Team



**Mr. Gopi Vudaru**  
Infrastructure Manager,  
State Farm Insurance



**Mr. Vivek Palepu**  
Regulatory Scientist at  
US FDA VA, USA



**Mr. Karun Veligeti**  
Co-founder & CEO,  
Sanela Health



**Ms. Nithya Annamaneni**  
Siemens, Dallas, TX USA



**Mr. Naveen Madisetty**  
CEO, Techie Brains Inc IL,  
USA



**Ms. Sai Prameela Konduru**  
Software Engineer,  
Salesforce Board Member,  
BITSAA International

## Nirmaan India Team



**Mr. Mayur Patnala**  
Founder & Global CEO



**Mr. Rama Rao**  
Chief Financial Officer



**Ms. Madhuri Kankanala**  
Chief Delivery Officer



**Ms. Anuradha Pulla**  
Chief Operations Officer



**Mr. Nikhil Gampa**  
Head of Partnerships



**Ms. Mounika Konatham**  
Chief Global (Partnership) Officer



**Ms. Himasree Raghunadri**  
Chief People Officer

# Founder & CEO's Message



Dear Friends,

As I pen this message, my heart swells with gratitude. For 20 years, Nirmaan has been more than an organization, it's been a shared dream, fueled by the unwavering belief of countless individuals. Volunteers who gave their time, donors who trusted our mission, partners who amplified our reach, and communities who embraced change, this milestone is yours as much as it is ours.

This year, Nirmaan turns 20, two decades of transforming hope into action. From a student-led vision to a movement impacting over 5 million lives across 26 States and Union Territories, powered by 10,000 committed volunteers and 200 trusted partnerships, this success belongs to all of us, volunteers, partners, empowered communities, and every hand and heart that has shaped this journey. Inauguration of our Head Quarters and Global Impact Capability Centre is proud moment for us. It strengthened our foundation for future growth and collaboration.

This year also is a year of several milestones. Nirmaan Grameen Bharat Yatra, a one-day visit to a village in Mulugu district, saw the participation of 40+ corporate leaders from 20+ organizations coming together for a immersive experience in rural and tribal communities.

Nirmaan HR Conclave, a roadshow showcasing Impact Hiring across 9 cities, highlighted our efforts to bridge opportunity gaps through the Impact Hiring Portal, which connects job seekers from diverse communities, girls, Persons with Disabilities, LGBTQIA+ individuals, and youth from underprivileged, rural, and tribal backgrounds, with inclusive employers.

Among the most fulfilling moments, this year was bringing clean energy to remote tribal areas and wildlife habitats through solar pumps in the Amrabad Tiger Reserve. Nirmaan installed 10 solar-powered borewells that operate from sunrise to sunset, supplying water to nearby ponds and supporting wildlife like tigers, wild boars, nilgai, and blackbuck. Equally meaningful was standing with families during the floods in Kerala, Telangana, Andhra Pradesh, and Assam, reaffirming our commitment to be there when it matters most.

With your unwavering support, we reached communities across the country, adopting 38 villages, transforming over 200 schools, and establishing 56 skill centers. We also hosted the fourth edition of the Nirmaan Social Impact Conclave, featuring 20+ inspiring speakers, 10+ government officials, 100+ corporate representatives, and 400+ attendees.

## The Next Chapter

As we look ahead to our **#RoadmapTo2047** - a vision aligned with India's 100th year of independence, we carry forward not just the lessons of the past, but the spirit of collaboration that has brought us this far.

Over the next few years, our focus will be on scaling impact, embracing technology, deepening volunteerism, and forging bold partnerships to reach the last mile. At Nirmaan, our strength lies in our grassroots presence, the power of people, and the trust we have earned from partners, donors, and communities alike. These pillars will continue to guide us as we work toward transforming millions more in the years ahead.

We step into this new chapter with renewed purpose and heartfelt remembrance of our beloved Board Director, Mr. Venkat Tankasala, whose passing has left a deep void. His leadership, vision, and unwavering support have left an enduring legacy within Nirmaan.

**Chak De,  
Mayur Patnala  
Founder & Global CEO  
Nirmaan Organization**

# About Us

Nirmaan Organization, a global non-governmental organization founded in 2005, is committed to building a society where every individual, regardless of their background, is empowered to thrive with equality, opportunity, and compassion.

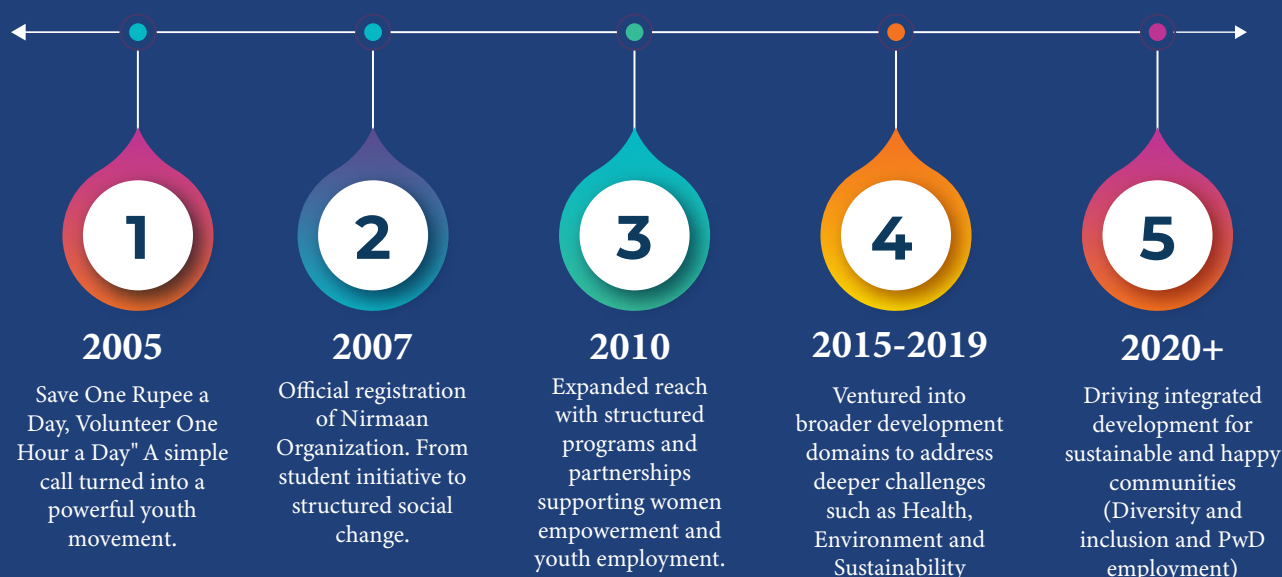
Through our transformative empowerment programs in Holistic Education, Skill Development & Entrepreneurship, Health & Well-being, Environment and Sustainability, Rural Development, Disaster Relief and Rehabilitation and Diversity, Equity and Inclusion, we are creating opportunities to build an inclusive and sustainable future for all.

## Mission

To promote grassroots social innovations, volunteering spirit, active citizenship, and social leadership among the youth of the nation.

## Vision:

To achieve a knowledge-driven and economically empowered society.



## Our Impact in 2024-2025

S. No	Project Name	No. of Projects	Impact Numbers
1	Education	254	1,18,470
2	VHL/Scholarships	26	1,48,832
3	Economic Empowerment	62	38,492
4	Environment	18	71,209
5	Health and Wellbeing	40	22,644
6	Rural/Community Development	74	32,349
		474	4,31,996



# Social Innovations at Nirmaan

## Enabling Systemic and Transformative Change

‘Innovation is a novelty in how value is created and distributed’ - Joseph Schumpeter, Economist and Harvard Professor.

Over the past two decades, India has evolved into a global hub not only for technology, business and services but also for grassroots innovation and social transformation. At Nirmaan, we believe that real change begins where challenges are most complex, in our communities. And for that change to be meaningful and lasting, it must be innovative, inclusive, and systemic.

At its core, social innovation is about doing things differently, bringing together governments, nonprofits, businesses, academia, and communities to solve deeply entrenched social issues. It's not merely about creating new services or products, it's about rethinking how value is created and delivered, often in invisible but powerful ways.

This year also marks our completion of two decades of Nirmaan and I have had the privilege of witnessing how our collective efforts with partners across sectors have led to unique, scalable models that are now transforming lives across India.

### So what does Social Innovation at Nirmaan look like?

We see social innovation in action every day through the way we design and deliver our programs. Below are four distinct and major forms of innovation that have emerged at Nirmaan, often behind the scenes, but with significant impact.

### Process Innovation: Rethinking Delivery at the Last Mile

At Nirmaan, we believe how we deliver matters just as much as what we deliver. Our Mobile Employment Vans, Mobile Career Lab and Toll-free helpline, for example, represent a process innovation that brings skilling and career counselling directly to underserved youth in remote and urban-poor communities. Rather than waiting for individuals to access formal centres, we bring livelihood opportunities, counselling, and employer linkages to their doorstep.

Similarly, in tribal areas like Amrabad Tiger Reserve, our solar-powered borewells and electrification models ensure access to basic utilities using sustainable, off-grid solutions, transforming quality of life and reducing drudgery, especially for women.

### Outsourcing Innovation: Empowering Startups and Communities through Collaboration

Through our various Skill Development Centres, we are not just training youth, we are co-creating pathways to employment by collaborating with industry partners, government agencies, and social startups. In our entrepreneurship development initiatives, especially in areas like women-led millet processing units, we engage stakeholders to bring in technical know-how, FPO linkages, and market access while retaining ownership within the community.

We also actively support student entrepreneurs and grassroots innovators through idea incubation in collaboration with institutions like BITS Pilani, enabling new ventures that are socially conscious from the start.



## Management Innovation: Organizing for Scale and Sustainability

Nirmaan has adopted and adapted several organizational models that redefine how impact can be scaled:

- Our School Adoption/Transformation Model post-disaster (in Wayanad and Vijayawada) brings together corporates, school managements, and volunteers to provide infrastructure, learning outcomes, and emotional well-being support in a coordinated manner.
- Our Grameen Bharat Yatra initiative is another example, facilitating immersion journeys for corporate leaders into rural and tribal belts, resulting in empathy-driven, long-term CSR commitments.
- In Telangana, we have leveraged the Self Help Group (SHG) model in collaboration with SERP to promote financial inclusion and digital literacy among women.



## Innovation for Cross-Subsidy & Global Standards

We are committed to making quality services accessible to all regardless of income. In our Livelihood programs, for example, we provide free training and placement support to vulnerable youth, funded through CSR contributions. But we also explore revenue models by offering specialized training services to those who can afford it, ensuring financial sustainability and cross-subsidy.

We aim to make all our innovations exportable, whether it's our digital life skills curriculum, our Tech-Enabled Fundraising CRM, or our Health for All rural camps model, by ensuring they meet quality standards and can be replicated in other geographies.

### Why It Matters

For us, social entrepreneurship is about enabling, engaging, and empowering, connecting stakeholders and designing programs with a triple bottom line in mind, Profit (financial sustainability), People (social inclusion), and Planet (environmental responsibility). Through this lens, innovation becomes not just a buzzword, but a daily practice, one that helps us respond creatively to complex challenges.

As we look to the future, we invite all our partners, corporates, donors, government departments, academic institutions, and changemakers, to join us in this journey. Together, let's co-create more visible innovations out of India that inspire, include, and impact.

Because at Nirmaan, innovation is not just a process, it's a mindset.

**Let's Co-Create the Future**



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# Empowering Girls Through Education

## A Spotlight on KGBV Institutions



Digital Labs & STEM Labs



School Adoption Programs



Kitchen Gardens



Science Labs



School Infrastructure

Kasturba Gandhi Balika Vidyalaya (KGBV) is a transformative initiative by the Government of India, launched in 2004, to bridge the gender gap in education by offering quality, residential schooling for girls from socially and economically disadvantaged backgrounds. Targeting girls from Scheduled Castes (SC), Scheduled Tribes (ST), Other Backward Classes (OBC), minority groups, and Below Poverty Line (BPL) families, KGBVs have become powerful platforms for inclusive education and empowerment.

### Vision and Mission

The mission of KGBV schools is to ensure educational equity for girls in rural and educationally backward areas. By offering free, safe, and nurturing residential education from classes 6 to 12, KGBVs aim to foster academic growth, life skills, leadership, and social awareness, enabling girls to become confident contributors to society.

### Key Features of KGBVs

- **Residential Schooling:** Full-time residential facilities with academic support and basic amenities.
- **Comprehensive Support:** Free education, uniforms, books, meals, and healthcare services.
- **Skill-Based Learning:** Emphasis on digital literacy, STEM education, vocational training, and life skills.
- **Women-led Workforce:** Majority of teaching and support staff are women, serving as mentors and role models.
- **Community Engagement:** Local stakeholders, including School Management Committees, play a key role in monitoring and support.

### NGO Partnership: Nirmaan Organization's Role

To strengthen and support the vision of KGBVs, Nirmaan Organization has been actively working with government departments through **CSR partnerships** to enhance the quality of education and infrastructure in these schools

Currently, Nirmaan is working in Telangana and Karnataka, impacting over **60+** KGBV schools through various projects such as:

- **Digital Labs and STEM Labs:** Promoting scientific inquiry and digital skills among girls.
- **School Adoption Programs:** Comprehensive school transformation through academic and infrastructure development.
- **Kitchen Gardens:** Teaching nutrition and sustainability through hands-on gardening.
- **Science Labs:** Supporting experiential science education.
- **School Infrastructure Works:** Improving classrooms, sanitation, and learning spaces for a better educational experience.



Through these interventions, Nirmaan not only enhances the educational experience but also bridges the implementation gaps in government initiatives, making a tangible difference in students' lives.

*"I was 11 when I joined my KGBV school. It is a place where I started learning, growing, and dreaming about my future.*

*With support from Nirmaan, our school became even more exciting. We got brighter classrooms, clean toilets and a Digital Lab with computers and internet. We learnt typing, searched things on Google and even made our own slides.*

*After that, they set up a STEM lab. I still remember the first time I looked through a microscope. I had never seen something like that before.*

*Now, we all have big dreams. I want to become a science teacher. One day, I will go back to my village and teach girls like me."*

Sunitha (Name changed for privacy)

## National Landscape and Vision Ahead

As per official records, there are over 3,800 KGBV schools across 28 states and 8 union territories in India. These schools collectively serve as a critical backbone for advancing girls' education in the country.

Nirmaan's vision is to expand its reach and work with at least 100 KGBV schools by 2030, scaling its impact and bringing quality educational interventions to more regions. With growing experience and a proven track record, the organization aims to expand into other states in the coming years, strengthening government efforts with effective community and CSR collaboration.

## Impact and Way Forward

With the collective efforts of the government and organizations like Nirmaan, KGBVs are driving real change:

- Higher enrollment and reduced dropout rates among girls.
- Increased access to digital and STEM education in rural schools.
- Improved infrastructure and student well-being.

Moving forward, the focus will be on scaling innovation, expanding geographic reach, and fostering deeper partnerships to create sustainable impact.

## Conclusion

KGBV institutions represent a bold step toward achieving gender equality in education. By combining the efforts of government bodies and committed partners like Nirmaan Organization, we can ensure that every girl, regardless of her background, has the opportunity to learn, grow, and lead. The journey to educate and empower girls is a national mission, and together, we are building the future, one school at a time.



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# Impact Hiring

## A journey from Intent to Impact

**55+**

Skill development  
centres

**50+**

Corporate  
Partnerships

**50000+**

Candidates trained  
& Placed

As India charts its course toward becoming a **\$5 trillion** economy, bridging the gap between employable talent and meaningful employment has become more crucial than ever. One emerging solution is Impact Hiring, a hiring approach that not only addresses business needs but also drives lasting social change.

Impact Hiring focuses on recruiting individuals from underserved or non-traditional backgrounds, such as economically disadvantaged youth, women returning to work, people with disabilities, and those without formal education but high potential. It's a model that looks beyond resumes and toward real potential.

Progressive companies across India are recognizing the power of Impact Hiring in building a resilient, diverse, and future-ready workforce.



Industry leaders like Infosys, Cognizant, Tech Mahindra, and State Street to name a few have taken proactive steps to integrate untapped talent into their operations. These organizations understand that inclusive hiring isn't just the right thing to do, it's a strategic advantage that enhances innovation, employee loyalty, and long-term sustainability.

Supporting this movement is Nirmaan. Committed to the vision of "the rise of a nation" Nirmaan is playing a pivotal role in training and mobilizing underprivileged youth across India.

With over 55+ skill development centres across India, Nirmaan has built a strong foundation for workforce readiness. Through formal MoUs with leading corporates, it connects trained candidates to employers, ensuring a seamless transition from skilling to employment.



The primary objective of skill training is to enhance employability by equipping individuals with relevant industry-specific skills and competencies. Not only are the youth trained on specialised technical skills, they also receive training on soft skills which is very important for building their confidence and employability.



## Through these skill trainings, Nirmaan has been able to make the following Impact

- 50+ Corporate Partnerships across various industries
- 50000+ candidates trained & placed in reputable companies
- Customized Training Programs designed to meet specific employer needs
- Ongoing post-placement support to ensure long-term success

The journey continues with planned conclaves in metro and Tier II cities, reinforcing that awareness is the first step toward action.

To streamline the hiring process, Nirmaan has developed an Impact Hiring Portal, giving corporates direct access to a database of pre-screened, trained youth. This makes it easier for companies to identify candidates who are ready for roles, aligned with their business needs and social goals.

Complementing Nirmaan's efforts, the Apprenticeship Act offers a practical and scalable path for impact hiring. It allows companies to hire apprentices—often from disadvantaged backgrounds — and train them for future roles.

### This model delivers clear benefits:

- **For companies:** A cost-effective, low-risk, future talent pipeline.
- **For apprentices:** Hands-on experience, skill-building, and a pathway to stable employment.

Aligning with the Act also helps companies fulfil their ESG and DEI commitments while meeting regulatory requirements.



In 2025, It launched a roadshow across 9 cities that was kicked off with a high impact conclave in Hyderabad, drawing participation from CHROs and HR leaders across the Indian corporate landscape.

The roadshow resulted in successful placements of **1000+** youth into meaningful roles across partner companies.

If you would like to be part of this movement, then please do get in touch with **[srinivas.palemoni@nirmaan.org](mailto:srinivas.palemoni@nirmaan.org)** to know more about our program and how you can partner with us to make this a reality.

Impact Hiring isn't just a social initiative—it's a smart, future-focused talent strategy. With enablers like Nirmaan, government support through the Apprenticeship Act, and growing corporate commitment, India is well on its way to transforming hiring into a tool for national progress. Companies that embrace this model are not only meeting business goals—they're helping build an inclusive, skilled, and empowered workforce for tomorrow.



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# From Awareness to Action

## Reimagining Health for a Thriving India

**125+**

Government  
Hospitals

**3+**

States

**2**

WhiteCoats  
Family Clinics

In the ancient Mayan language, a greeting would begin with "In Lak'ech," meaning "I am another you." The response, "A la k'in," translates to "You are another me."

These words remind us of something we often forget in our fast-paced lives: we are deeply connected. Your well-being is tied to mine, and ours to the planet. Nowhere is this more visible than in the realm of health and wellness.

Health is more than the absence of disease, it's a reflection of how we live, what we eat, where we work, and how we care for each other. It is shaped by everything around us: our environment, the food on our plate, the streets we walk, the air we breathe, and the policies we live under. These are compounded by a dynamic interplay of factors, environment, nutrition, agriculture, food systems, tobacco control, urban design, transport, health policy, education, diversity, human rights, and the broader goals of sustainable development. Each of these elements influences, and is influenced by, our collective well-being.

We often say we want to leave the world better for our children. That's not just a dream, it's a responsibility. In 1900, the global life expectancy was just 31 years. By 2019, before the onset of the COVID-19 pandemic, it had risen to 73 years. While this is a remarkable achievement, the gains have been unevenly distributed, both between nations and within them, highlighting persistent and growing inequalities in health.

Greta Thunberg's powerful words, "Our house is on fire. I am here to say, our house is on fire", ring especially true when we consider the silent health crisis unfolding around us. According to the latest "Health of the Nation 2025" report by Apollo Hospitals, millions of Indians are living with serious health conditions such as high blood pressure, diabetes, and fatty liver disease and many don't even know it. These are not distant problems. They are here, now, quietly growing under the radar, waiting to explode.



### Consider this:

- Anemia affects over 53% of women in India, compromising their energy, productivity, and overall well-being.
- India faces a triple burden of disease, grappling simultaneously with communicable, non-communicable, and vector-borne diseases, along with rising rates of malnutrition and mental health disorders.

According to The Lancet, India ranks 154th out of 195 countries on the Healthcare Access and Quality Index, a stark reminder of the gaps we must urgently address. Experts estimate that India could save over \$50 billion annually in healthcare costs simply by improving overall health outcomes. A significant portion of this burden stems from lack of awareness, poor dietary habits, and preventable illnesses. The COVID-19 pandemic further laid bare the vulnerabilities in our health system, with just 65 doctors, 130 nurses, and 130 hospital beds per 1 lakh people, our infrastructure and workforce remain critically under-resourced.

## Nirmaan's Commitment: Healing Begins Here

At Nirmaan, we are striving to transform health outcomes for individuals, families, and communities, creating a lasting impact for years to come. Our mission is not just to treat illness, but to build a healthier, more resilient India. Our initiative 'Heal India' is guided by a bold vision 'Healing the World from India'.

### Here's what we've been doing, with heart, hands, and help from our partners:

- **30+** doctors working pro bono, offering their time and expertise.
- **Establishing Healthcare Infrastructure:** **2000+** ICU beds established in **125+** government hospitals across Telangana, Andhra Pradesh, and Karnataka
- **Primary Healthcare:** **2** WhiteCoats Family Clinics delivering primary healthcare to those who need it most.
- **Health Camps:** **76** health camps in underserved areas, urban slums, rural villages, and tribal communities in the past 3 years

- **Anemia-Free Communities:** **800+** women impacted through anemia-free community programs in Qutbullapur, Tumkunta, and Mulugu.
- **CPR Sessions:** **68** sessions for different stakeholders, saving lives before the ambulance arrives.
- **Blood Donation Camps:** Organized **62** camps partnering with government hospitals
- **HPV Vaccination:** **80+** women vaccinated against HPV, preventing cervical cancer before it starts.
- **Cancer Awareness:** Screenings and awareness for breast and cervical cancer, two of the most common yet preventable cancers.
- **Green Dialysis Initiatives** in NIMS aligning with Sustainable Development Goals (SDG 3, SDG 7, and SDG 11).

Every life touched is a step toward a stronger, healthier India. But this is only the beginning.

As a Nirmanite, We have only one passion - the rise of a great nation!

And a great nation begins with the health of its people.



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Join Us — Because Health Is Everyone's Business. Whether as a volunteer, donor, or health advocate, you can be part of the change. Together, we can turn awareness into action — and action into impact.



# Nurturing Nature

## Our Collective Commitment to Environmental Sustainability

**4470+**

Volunteers

**14700**

Hours

**187000**

Impacted Individuals

**15+**

Kitchen Gardens

### Nurturing Nature: Our Collective Commitment to Environmental Sustainability

In a world increasingly shaped by urbanization, pollution, and resource depletion, our ecosystems, lakes, green spaces, and biodiversity corridors, are under constant threat. These challenges are not only environmental but also deeply social and economic, impacting food security, public health, climate resilience, and the well-being of future generations. We act because our natural world is vanishing before our eyes, and with it, essential services like clean air, safe drinking water, fertile soil, and ecological balance. From polluted lakes to the loss of pollinators, from plastic pollution to rising climate extremes, each crisis demands urgent, collective, and sustained intervention.

Our environmental initiatives are grounded in the belief in regenerative action, that nature, when nurtured, has the power to heal and thrive. Our mission goes beyond reducing harm; we aim to restore, rebuild, and revive ecosystems through community-driven, long-term efforts.

### Our Core Intentions

- **Restore Natural Ecosystems:** We tackle environmental degradation by rejuvenating lakes, increasing green cover, conserving soil, and protecting biodiversity.
- **Combat Climate Change:** Through plantations, waste reduction, and carbon-sequestering practices, we mitigate urban heat islands and enhance climate resilience.
- **Ensure Food & Nutritional Security:** Kitchen gardens in schools provide both nourishment and practical education.
- **Foster Environmental Stewardship:** We engage communities, especially children and volunteers, as co-creators and long-term custodians of change.
- **Promote Inclusive Green Livelihoods:** From maintaining plantations and kitchen gardens to Solid waste Management, our programs generate eco-friendly livelihoods, especially for women and underserved groups.

These are not just isolated projects, they are a call to redefine our relationship with the planet, built on care, collaboration, and continuity.



## Nurturing Nature: Our Collective Commitment to Environmental Sustainability

We've brought our vision to life through impactful, community-led initiatives:

- **Lake Restoration & Clean-Up:** Rejuvenating water bodies through removal of invasive weeds, desilting, bund formation, and solid waste clearing, complemented by volunteer-driven cleaning activities.
- **Mass Plantation Drives:** Conducted to expand green cover and promote carbon sequestration with enthusiastic Volunteer participation.
- **Seed Ball Making & Distribution:** Encouraging natural reforestation and environmental awareness through hands-on activities and distribution to kitchen gardens.
- **Kitchen Gardens in KGBVs:** Supporting school-based gardens that promote nutrition and experiential learning.
- **Thematic Garden Adoptions:** Establishing gardens that feature native plants, medicinal herbs, and pollinator-friendly flora.
- **Agri-biodiversity Park Development:** Showcasing traditional farming practices, indigenous crop varieties, and agroforestry models.
- **Dry Resource Collection Centres (DRCCs):** Enhancing solid waste management through efficient segregation and recycling systems.
- **City Beautification & Educational Wall Paintings:** Turning public walls into vibrant and informative visuals that educate and inspire school students.
- **Community Engagement:** Hosting bird walks, eco-craft workshops, expert talks, and green technology showcases to deepen environmental connection.



### Our Impact So Far

- Over 4,770 volunteers have contributed more than 14,700 hours to our environmental programs.
- We have positively impacted more than 1.87 lakh individuals through sustained education and engagement.
- Key outcomes include the plantation of 10,300+ saplings, establishment of 15+ kitchen gardens, development of 4 thematic gardens, restoration of a lake, and transformative wall paintings as part of city beautification efforts.



#### Author

Environment Team  
[nirmaan.org](http://nirmaan.org)

## Join the Movement

Environmental transformation isn't a solo mission, it's a shared responsibility. We invite corporates, institutions, and communities to partner with us in building a greener, more resilient future.

#### How You Can Contribute:

- **CSR Partnerships:** Support projects in biodiversity, waste management, and school greening programs.
- **Employee Volunteering:** Encourage hands-on involvement through plantations, lake clean-ups, and awareness activities.

We ensure full transparency through impact reports, documentation, and media coverage, assuring that your contribution results in visible, lasting change.

Let's co-create a world where urban growth and ecological well-being thrive together.

The future isn't something we inherit, it's something we build together.

# Why Corporates Must Adopt a Village

## The Case for Rural and Tribal Communities Transformation through CSR!

**38+**

No. of Villages

**20000+**

No. of Beneficiaries

**3000+**

No. of Families

### *“India lives in her villages.” – Mahatma Gandhi*

And yet, decades after independence, a large part of rural India continues to grapple with inadequate access to livelihood opportunities, healthcare, education and infrastructure. As corporates increasingly prioritize social responsibility, one promising model emerges as a catalyst for holistic, sustainable, and transformative change in rural and tribal communities: **Village Adoption under Corporate Social Responsibility (CSR)**.

### The Case for Rural India

India's development story remains incomplete without the transformation of its villages. According to the Economic Survey 2022-23, approximately 65% of India's population resides in rural areas, and any national progress that neglects these communities' risks being lopsided and incomplete.

Rural challenges are not isolated, but deeply interconnected:

- Inadequate access to quality education hinders skill development, limiting job opportunities and perpetuating unemployment.
- Ineffective healthcare systems burden families with high out-of-pocket expenditure and debt.
- Rural infrastructure deficiencies like unreliable electricity, scarce clean water and sanitation facilities, exacerbate these issues.

The need of the hour is a transformational partnership model that empowers communities, strengthens institutions, and creates sustainable impact aligned with the country's developmental goals.

### Village Adoption Model

Village Adoption is a holistic rural development model where an organization, individual, or corporate partner commits to transforming a village over a period of time through integrated, participatory, and sustainable interventions.

This holistic approach entails collaborative efforts with implementation partners and government departments to achieve outcomes across key areas such as

- Livelihoods
- Education & Digital Literacy
- Health & Nutrition
- Women Empowerment
- Skill Development
- Infrastructure (water, toilets, solar energy, digital access)
- Governance & Civic Participation





## Village Adoption is a High-Impact CSR Investment!

By adopting a village, organizations can create sustainable, multi-sectoral impact from education and health to livelihoods and infrastructure, transforming entire communities

### 1. Holistic Development of a Community

Village adoption integrates multiple interventions and customizing them to local needs. It exemplifies a powerful community partnership model which focuses on long-term partnership and empowerment, fostering sustainable development and enabling the village to become self-reliant and resilient.

### 2. Visible, Measurable, Sustainable Impact

Corporates often seek measurable outcomes to justify CSR investments. Village adoption allows for:

- Baseline and endline data collection
- Clear KPIs across sectors
- Stories of change, not just statistics

Moreover, by working with the local governance bodies, the project builds capacity for sustainability beyond the CSR cycle.

### 3. Brand Reputation and Employee Engagement

In an era where consumers and employees prefer socially conscious brands, village adoption stands out as a **flagship CSR story**. It builds credibility with stakeholders and creates opportunities for employee volunteering and field immersion.

### 4. Enabling Aspirational India

The Government of India's "Aspirational Districts" and "Model Villages" initiatives highlight a national focus on rural transformation. CSR driven village adoption aligns with these goals and often converges with government schemes like the women led self-help groups (SHGs).

Every rupee invested delivers visible, measurable change at the grassroots, aligning perfectly with long-term CSR goals and nation-building priorities.

### Reimagining CSR as Nation Building Partnership

Village adoption is not just a CSR strategy. It is a nation-building partnership model.

At a time when India is poised to become a global economic force, the future cannot be urban alone. Rural India must rise—not as a beneficiary, but as a partner in growth.

For organizations, adopting a village is a chance to move from transactional charity to transformative change.

It is a chance to leave behind a legacy!

No .of Villages

**38+**

No.of Beneficiaries

**20000+**



#### Author

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Partner with us for a structured, scalable Village Adoption Program with proven methodologies and community trust.

# Hope in Action

## Building a Future for Queer Empowerment

### Defining Empowerment

Empowerment is a term often used, but its meaning runs deep. At its core, it's about the freedom to make your own choices—whether through education, employment, or entrepreneurship. It's not a checklist of achievements but a state of control, dignity, and autonomy. Empowerment means standing tall, independent, and unapologetic in a world that often demands conformity. Yet, does this journey look the same for everyone? The answer is no. In a society shaped by patriarchal norms and systemic barriers, the path to empowerment is far from uniform, especially for marginalized groups like the LGBTQ+ community.

### The Unique Struggles of the LGBTQ+ Community

Historically, women have fought tirelessly to claim their space as decision-makers in a patriarchal, binary world. While progress has been made, the finish line remains elusive. Within this struggle, the LGBTQ+ community often remains invisible in mainstream narratives. For queer and trans individuals, the road to empowerment is uniquely challenging, with steeper hurdles. Many are denied basic starting points—rejected by families, bullied in schools, discriminated against in colleges, or mocked in workplaces. These experiences force them into survival mode before they can even begin to dream.

### Sunil's Story: A Fight for Identity

Consider Sunil's journey. Born Anjali and assigned female at birth, he was 16 when his family discovered he was transgender. His life changed overnight: confined to his home, isolated from friends, and subjected to violence disguised as discipline. His family forced him into a marriage with a man, against his will. Trapped and unsupported, Sunil endured ongoing abuse and later gave birth to a child, facing intensified pressure to conform to gender norms. With the help of a queer support group, he escaped and transitioned to Sunil. Yet, his transgender identity made securing employment nearly impossible, leaving him without the stability to build a secure future.

### Sameer's Resilience: Defying Expectations

Similarly, Sameer, assigned female at birth, realized in childhood that his gender identity didn't align with his body, leading to intense dysphoria and multiple suicide attempts. When he shared his true identity with his

family, he faced violence and rejection. Despite this, Sameer's resilience shone through. Determined to prove his worth, he completed his studies, resisting family pressure to conform through an arranged marriage. After graduating, he secured a job as a nurse—a role that required him to wear a saree and present as female, as he had not yet transitioned. This intensified his dysphoria, and with ongoing family rejection, Sameer considered quitting, standing at a crossroads in search of a path that honored his identity.

### Systemic Barriers for Queer Individuals

These stories are not isolated. Across the country, queer individuals face similar realities. Systemic barriers stack the odds against them. Many lack the qualifications for jobs due to interrupted education. Others, despite their skills, are not hired because of their appearance, speech, or identity. Those who secure employment often face hostile work environments, forcing them to hide who they are or endure mistreatment. The toll on mental health is profound, eroding confidence and leaving lasting scars.

### A New Approach: Skill Training Initiatives

Recognizing these challenges, we launched skill training initiatives to equip queer individuals with practical skills like beauty, tailoring, and digital literacy. The results were promising—hundreds trained, skills honed. But monetizing these skills proved difficult. Jobs were scarce, and for those eager to start businesses, resources were even harder to come by. It became clear that traditional employment paths weren't enough to break the cycle of exclusion.



## Shifting Perspectives: Reimagining Work Through Enterprise

This realization sparked a shift in thinking: what if employment under others wasn't the only solution? What if entrepreneurship could offer a path to empowerment? This vision gave birth to Hope in a Cup Café, a queer-run sanctuary where individuals could work, grow, and belong without fear of judgment. Sunil and Sameer joined the team, finding a space to rebuild their confidence. The café became more than a workplace—it became a movement, a symbol of resilience in a world that often pushes back.

### Hope in a Cup: A Blueprint for Change

Hope in a Cup Café struck a chord. In a short time, it expanded to multiple outlets, offering a lifeline to those trapped in toxic families or workplaces. Employees were trained, employed, and empowered to reclaim their confidence. The café's success stands as a proof to what's possible when queer individuals are given opportunities to thrive. It's not just a business—it's a model for creating safe, affirming spaces that prioritize dignity and belonging.



### Challenges for Queer-Owned Businesses

The road for queer-owned businesses like Hope in a Cup is far from easy. There's no robust ecosystem to support them—no safety net of funding, networks, or allies ready to step in. Yet, the café thrives, thanks to a growing community of allies, including a dedicated team and corporate partners who believe in its mission. Its success serves as a blueprint, showing that empowerment requires more than token gestures. It demands systems that work with queer individuals, not against them.



### A Call to Action: Uplifting Queer-Owned Ventures

Supporting queer-owned businesses isn't just about buying a product or service—it's about investing in a future where everyone has a shot at empowerment. Allies must do more than offer applause; they must provide funding, platforms, and partnerships to help these businesses grow. Hope in a Cup is a call to action, urging allies to nurture an ecosystem where queer-owned businesses can thrive and sustain themselves.

### Empowerment as a Right

Empowerment is not a one-size-fits-all destination- it's a journey which looks different for each person. For queer and trans individuals, it often begins later, after surviving violence, exclusion, poverty, and silence. But when it arrives, it is transformative. It shows what's possible when we reimagine empowerment as a spectrum of choices, support, and safe spaces.

**Empowerment should not be a privilege—it should be a right.** Until everyone, regardless of gender, sexuality, or background, has the chance to live, work, and dream freely, the journey continues.sustain themselves.



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# A Year of Hope and Resilience

## Response to Landslides in Wayanad, Kerala

**12000+**

Essential  
Relief Kits

**3+**

States

On July 30, 2024, the serene hills of Wayanad district in Kerala turned into a scene of unimaginable tragedy. Relentless rainfall, measuring over 586 mm in just 48 hours, unleashed a series of catastrophic landslides across the villages of Punjirimattom, Mundakkai, Chooralmala, and Vellarimala. Entire slopes gave way, swallowing homes, roads, and hopes in their path. The toll was heartbreaking: 392 lives lost, over 150 missing, and 273 others injured. Thousands were forced to abandon their homes, seeking safety in makeshift relief camps. Among the worst affected were men and women working in tea and coffee plantations. This disaster stands as one of the most devastating in Wayanad's history, a stark reminder of both nature's fury and the urgent need for resilient, community-centered disaster preparedness.

### Nirmaan's Immediate Response

Recognizing the urgency of the crisis, Nirmaan's Disaster Response Team, comprising Mahesh Gade, Mr. Surendran Komdiyil, Smt. Amrutha Ramachandran, Mr. Sreelal A.S., and myself, rushed to Wayanad on August 3, 2024. Navigating the chaos in the aftermath of the landslides was no easy task. Blocked roads and a patchy communication network made it difficult to locate the affected sites. Amidst this uncertainty, we received invaluable support from a local youth named Aloop. He guided us through unfamiliar routes, helped arrange food, shelter, and transport, and ensured we reached the communities most in need.



### Nirmaan team Efforts

To begin with we visited three rehabilitation camps where families displaced by the landslides had found temporary shelter. Within those crowded spaces, the true weight of the tragedy came to light. Parents clutching faded photographs were mourning for children they could no longer hold. Young faces, now orphaned, sat in silence, while others anxiously awaited news of missing loved ones. Every conversation carried a story of loss.

We tried to assess the most pressing needs. Consultations with on-ground healthcare professionals helped identify critical medical shortages, and emergency supplies were promptly arranged with the help of Mr. Raj Mouli sir, and Individual donors and delivered to the camps.

One of the most haunting moments came at GHS Meppadi School, where classrooms had been repurposed into temporary morgues. The stark contrast between a space meant for learning and the reality it now held left was gut wrenching. That sobering scene only deepened our commitment to not just deliver aid, but to stand with the survivors in every possible way.



## Coordination with Local Authorities

On the second day we met with the District Collector and Magistrate of Wayanad Smt. Meghasree D R IAS and Special officer Wayanad Landslide floods Mr. Samba Shiva Rao IAS to explore long-term relief and rehabilitation strategies. The district administration team including Smt. Midhila Special officer Wayanad floods welcomed the support and shared a list of urgent requirements to help stabilize the situation. The needs were significant: meals for 1,500 people over the next ten days, emergency relief kits for displaced families, and “back-to-home” kits to help 350 households begin rebuilding their lives. With the timely backing of trade bodies (HYSEA) and corporate partners, our team at Hyderabad swiftly mobilized resources and ensured that these critical supplies reached the people who needed them most. What began as a crisis response was now evolving into a deeper commitment to help the community recover, not just physically, but with dignity and hope.

## Rehabilitation and Beyond

As part of disaster response efforts, we undertook the renovation of GHS Meppadi School which is now restored to its rightful purpose as a place of learning. We were accompanied by education department State and district officers and local leaders and community members worked to ensure that the school could reopen safely and continue serving the children and families of the community in the months and years to come. Later we have taken the Hyderabad team support for the relief, back to home kits and livelihood kits distribution Thirupathi budde, Manohar gangadhari, Narsimha.paradesi Dr. Rajesh, Md.Mustafa, Ram Srinivas.

At Nirmaan, we're dedicated to holistic disaster recovery, addressing immediate needs while investing in long-term rebuilding. In Wayanad, we walked alongside the community every step of the way, from crisis to recovery, guided by compassion and purpose

## A Year of Impact - Disaster Response

Beyond Kerala, we also extended our support to flood-affected communities in Andhra Pradesh and Telangana in Vijayawada and Khammam. Through coordinated efforts, we distributed over **10,000 essential relief kits** and more than **1,500 livelihood re-start kits**, helping families not just survive the aftermath of the floods but begin their journey toward recovery and self-reliance.

Nirmaan's disaster response efforts in 2024 reached thousands of lives, standing as a testament to our deep-rooted commitment to communities in crisis. As we look ahead, our resolve remains stronger than ever. We continue our mission to walk alongside those impacted by unforeseen disasters, helping them rebuild with dignity, resilience, and the belief that brighter days lie ahead.



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# Technology for Humanity

## How Innovation is Powering Social Good

In a world increasingly shaped by technology, it's easy to get lost in the buzz of the latest gadgets and cutting-edge AI. But beyond the headlines, there's a quieter, more profound revolution happening – one where technology and artificial intelligence are being harnessed for the betterment of humanity. This isn't just about efficiency or convenience; it's about empowerment, access, and creating a more equitable society. Organizations like Nirmaan are at the forefront of this movement, demonstrating how thoughtful innovation can truly drive social good.

Imagine a student in a remote village, dreaming of a career in tech but lacking access to quality education. Or a person with disabilities, eager to contribute their skills but facing barriers to employment. This is where technology steps in as a powerful equalizer. Nirmaan's initiatives are a brilliant testament to this. Their Impact Hiring Portal and Skills portal aren't just websites; they are bridges connecting underprivileged youth and persons with disabilities to life-changing job and training opportunities. This is AI and tech not replacing human connection, but facilitating it, making connections that might otherwise never happen.

*"I am Sreeloju Shravani writing these lines with much gratitude. This training has helped me to enhance my skills and secure a good job. We are migrants from Yadadri. My father is a businessman but most of the time we had financial issues in the family. We as children wanted to support our father.*

*I was confused with career options and had no clarity on what to learn and settle with in life. Finally, I came to know about Microsoft- Nirmaan training program from a Facebook post. I made an inquiry and enrolled in the WMA course. During the pandemic, I had obtained a very nice chance to learn something sitting in the comfort of my home.*

*I enhance my skills, especially communications and various technical skills. I got job placement at Virtusa as an Analyst -KPO.*

*Thank you, dear trainers and my counselors who made me a skilled person, taught me personality development, provided career guidance, helped in resume building. I will always be grateful to Microsoft-Nirmaan Organization for this opportunity."*

**Ms. Sreeloju Sravani**  
(Student)

Education, often a luxury for many, becomes accessible through platforms like the Nirmaan Learning Management System, offering free, job-oriented content. And the Online Learning Platform for Coding is a game-changer, teaching critical coding skills that open doors to future careers. These aren't just online courses; they are pathways to self-sufficiency and breaking cycles of poverty. It's about leveraging digital infrastructure to deliver knowledge and skills directly to those who need them most.

*"Hi my name is Doshna Devi, I have completed the basic course and intermediate course in nirmaan learning platform "*

**Ms. Doshna Devi**  
(Student-Chennai)

Beyond direct education and employment, technology also streamlines the efforts of those dedicated to social change. The Skill Center Management Portal ensures efficient operation of skill development programs, while the Volunteering Portal connects compassionate individuals with NGOs, fostering seamless collaboration. This is technology acting as an enabler, amplifying human effort and making collective action more effective.

And let's not forget economic empowerment. The Swasha E-commerce platform provides a free marketplace for marginalized communities to sell their products. This is not just about transactions; it's about dignity, self-reliance, and giving voice to creators who might otherwise struggle to reach a wider audience. In essence, the work of organizations like we highlights a crucial truth: technology, when wielded with intention and empathy, can be a profound force for good. It's about building tools that uplift, educate, connect, and empower. It's about ensuring that the benefits of technological advancement are not confined to a privileged few, but are extended to everyone, creating a more inclusive and prosperous future for all. The importance of Tech/AI for social good isn't just a concept; it's a living, breathing reality, transforming lives one innovation at a time.

You can learn more about Nirmaan Organization's impactful work on our Tech Innovations page.



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# From Campus to Community

## My Journey of Becoming a Changemaker Through Nirmaan

Our environmental initiatives are grounded in the belief in regenerative action—that nature, when nurtured, has the power to heal and thrive. Our mission goes beyond reducing harm; we aim to restore, rebuild, and revive ecosystems through community-driven, long-term efforts.

### The Beginning: A Spark Lit by Service

In August 2018, I arrived on campus wide-eyed and ready to embrace every opportunity. I signed up for a dozen clubs and departments—excited about everything from tech and culture to management and volunteering. Among them were two student-run community service bodies: NSS and the Nirmaan student chapter. Little did I know, this choice would change the entire course of my career choices.

I became active in Nirmaan in January 2019, just before our flagship event Ignite—a three-day celebration where we hosted 300 children from orphanages and shelter homes on campus. We engaged them in workshops, career guidance, games, and arts-based learning. It was my first college experience of working on something purely selfless. That's when the first spark was lit.

### Project Parishkar:

#### Discovering Leadership Through Teaching

By my third semester, I was on the core committee and entrusted with leading Project Parishkar—a daily tutoring initiative for children of campus non-teaching staff. We helped bridge academic gaps, trained for scholarship exams, and motivated kids to dream bigger. As a lead, I met volunteers who showed up beyond their course hours, driven solely by purpose. It was humbling and heartening.

We were more than tutors; we were building a safe space. That program gave me a glimpse into what consistent, grassroots volunteering could achieve. I saw the power of peer-driven leadership—volunteers around me were some of the most empathetic, committed individuals I'd ever met.

I worked for Joy of Giving Week, flood relief efforts, and campus sanitation drives, each deepening my commitment to service in unique ways.



### The COVID Chapter:

#### Crisis, Courage, and Community

May 2020 brought a summer none of us could have prepared for. I interned with the Indian Red Cross Society as part of their COVID-19 first responder efforts. Witnessing the pain and fear that gripped our communities gave me a deeper awareness of resource constraints and the urgency of response systems.

Later that year, I was made President of the Nirmaan Student Chapter at BITS Hyderabad. It was a year of virtual challenges and growing needs. Children from Project Parishkar lost access to school and support. Shelter homes and elderly homes were facing resource shortages. We couldn't step back—we had to step up.

With an incredible team—Hema Chandra, Sri Lakshmi, Sai Kumar, and others—we transitioned our education programs to virtual platforms. We trained parents and children on using mobile phones for learning. Volunteers from Hyderabad and Visakhapatnam helped deliver essential supplies to shelter homes. We ran online fundraisers, hosted virtual workshops, and created engaging content for children stuck in lockdowns.

We hosted Manthan, our annual student volunteer leadership conclave, online. The theme was recovery from COVID impact and the New Education Policy. Though we missed the campus seminar hall's buzz, something beautiful happened—we had participation from across the country. Student leaders from Goa, West Bengal, Delhi, and Maharashtra came together to share stories, strategies, and dreams. I felt a sense of collective vision that transcended boundaries.

## Lessons from the Field

Each Nirmaan program etched a unique learning in me:

- Ignite taught me about joy and the resilience of children who have seen more than they should have.
- Project Parishkar showed me that academic success begins with emotional connection and consistent care.
- COVID relief made me understand how empathy must translate into timely, strategic action.
- Manthan revealed that we are never alone—there's a vast network of passionate youth ready to lead and serve.

## Beyond the Campus: Choosing Purpose

- After college, I joined the corporate world, working in Engineering roles aligned with my degree. But I knew I'd return. Because Nirmaan wasn't just a college chapter—it had become my compass.
- Once I was able to align my personal and family responsibilities, I returned to Nirmaan full-time. Today, I work in partnerships, fundraising, and program design—connecting corporates, donors, and communities for sustainable impact.
- I Now, I'm part of a team that wakes up every day asking, "How can we make lives better?" Every campaign, every event, every project here is grounded in empathy, strategy, and heart.

## Full Circle, and Still Walking

Nirmaan was my classroom, my playground, my leadership lab, and my family. From my early days as a curious campus volunteer to now working full-time in nation-building, Nirmaan has been the thread tying it all together.

Every project, every child's smile, every brainstorming session with volunteers, it's all shaped who I am. And the most beautiful truth I've come to know is this: **At Nirmaan Organization, service transforms not just those we serve, but also those who serve.**

To every student volunteer reading this: your hours, your energy, your ideas, they matter more than you think. I owe this journey to every team I've worked with, every co-volunteer who stood shoulder to shoulder, and to Nirmaan's Central Leadership, your vision and mentorship have guided countless students like me to dream bigger, act deeper, and stay rooted in purpose.



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# Volunteering

## Impact in 2024-2025

**288**

Volunteering  
Activities

**20,165**

Volunteers  
Engaged

**50551**

Volunteering  
Hours

**1,73,316**

Beneficiaries  
Impacted

Volunteering at Nirmaan is the art of showing up, for people, for causes, and for change. It all began in 2005 with just 10 volunteers and a simple idea: if society gives us so much, it is our turn to give back.

Today, it brings together citizens, students, and professionals who step up to build a more equitable society.

### Our Volunteering Models:

**Individual volunteering** - Citizens step forward to make a difference in their own capacity everyday

**Student-led initiatives** - Young changemakers lead grassroots action through school and college chapters

**Corporate volunteering** - Employees contributing meaningfully through structured CSR programs.

**Changemakers Program** - Committed professionals leading high-impact social projects alongside their careers.

### Changemakers Program

Changemakers Program is a visionary initiative recently launched by the Nirmaan organization. This program brings together dedicated individuals who are deeply inspired by Nirmaan's mission and have chosen to contribute their time, skills and expertise to drive meaningful change.

Despite their full-time professional commitments, these passionate changemakers selflessly carve out time from their busy schedules to support Nirmaan's cause. We are immensely grateful for their unwavering dedication and invaluable contributions in advancing our shared vision for impactful transformation.

**Below are the changemakers who form the inaugural cohort of our program:**



Shivani Malladi,  
Hyderabad



Soumya Maraju,  
Visakhapatnam



Dr. Gayathri Talapula,  
Bangalore



Prem Kumar,  
Bangalore





# SWASHA

## SWAyam SHAKti – Strength from Within

Every woman carries within her a quiet, untapped strength, one that often goes unnoticed amidst life's everyday struggles. But when life presents its toughest challenges, and the right support comes along, that strength rises and transforms the impossible into reality. SWASHA, Nirmaan's flagship livelihood initiative, is that catalyst of transformation. It doesn't just provide help, it awakens strength.

**SWASHA**, which stands for **Swayam Shakti**—Strength from Within, is more than a name. For hundreds of women, it's a living, breathing journey of resilience, dignity, and purpose.

For single mothers, **LGBTQ+** individuals, and women from low-income communities, life is often a daily struggle filled with uncertainty, isolation, and the constant burden of survival. SWASHA steps into that space of uncertainty and offers more than just livelihood training. It brings confidence, community, and a second chance, an invitation to dream again, and a real pathway to achieve those dreams.

At SWASHA, each woman's journey begins with hands-on training whether in tailoring, masala preparation, beauty and wellness, or eco-friendly product making, aligned with her interests and aptitude. But the support doesn't end there. Participants also receive raw materials, equipment, and, most importantly, access to markets where they can showcase and sell their products.

From corporate stalls and gift exhibitions to the online marketplace at [www.swasha.in](http://www.swasha.in), they are given real platforms to showcase their creations and earn with pride.

But true magic lies in the ongoing mentorship on pricing, packaging, branding, customer engagement, and confidence building. For many, even speaking to a customer was once intimidating. Today, they negotiate, explain, and proudly present their creations. Every sale becomes more than a transaction; it becomes a celebration of self-worth with a powerful affirmation: "You can do this. Sky is the limit."

Through SWASHA, many women have journeyed from fear to purpose. They have become entrepreneurs, artisans, and skilled professionals. The bags they stitch, the masalas they grind, the eco-friendly kits they craft, and the salons they run, these are not just products or services. They are testaments of transformation, shaped by courage, determination, and support.



## The Impact in FY 2024–25

The transformation is visible in numbers too:

- 103 women meaningfully empowered through livelihood support
- 34% of product sales revenue directly earned by the women producers

SWASHA is not only about the work being done, it is also about the growth and transformation it enables in individuals.



### Real Stories of Change

*“Before SWASHA, I was dependent on others for even basic needs. Today, I stitch bags and aprons, and I feel proud when I see my work being sold at corporate stalls. The income I earn is helping me support my children’s education.”*

*- Farhanaz, Hyderabad*

*“During COVID, I lost my husband. Overnight, the responsibility of my three children and my bedridden mother fell entirely on me. I wasn’t educated and had no idea how to support my family. That’s when I approached SWASHA. They welcomed me and trained me in bag making. Today, I earn around Rs. 8,000 per month through stitching. SWASHA didn’t just train me, they continue to support me with raw materials, market access, and encouragement. I now feel hopeful and proud to stand on my own feet.”*

*- Balamani, Hyderabad*



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### Join the Movement

SWASHA is more than a program. It is a movement to restore dignity, build livelihoods, and celebrate womanhood. As we grow, we invite you to walk with us, as a donor, a buyer, or a volunteer.

Every purchase, every word of encouragement, every moment of belief fuels the journey from survival to success.

# Individual Social Responsibility (ISR)

## Nirmaan Empowering Change, One Individual at a time

*It often begins with a simple question: What can I do to help?*

You might find yourself asking this after watching a documentary on education inequality, or while scrolling past a post about a child who dropped out of school due to poverty. It may even come in quieter moments—when you wonder whether your daily efforts could add up to something larger, something more lasting.

At Nirmaan, we believe that question holds incredible power. The answer doesn't have to be grand or complicated. It could be your time, your voice, your platform, or your resources. That's where Individual Social Responsibility (ISR) comes in. ISR is our way of transforming personal purpose into collective impact. It's about creating a culture where everyone—students, professionals, homemakers, retirees—has the opportunity and tools to give meaningfully.

### How You Can Contribute Through ISR

Here are five powerful ways individuals have been making change through ISR—and how you can, too:

#### 1. Become a Patron

Support what matters most to you—education, healthcare, women's empowerment, or sustainability. As a patron, you can channel your generosity into initiatives that align with your values, enabling programs to run sustainably and scale their impact.

#### 2. Start an Individual Campaign

Use your voice, network, and story to raise funds for causes you believe in. Start a campaign. Whether it's fundraising for a government school library or supporting children's healthcare, our platform equips you with the tools and guidance to create direct, tangible change.

#### 3. Mobilize Your Community

Bring your neighborhood together for a greater good. Through donation drives, wishlists, or hosting social enterprise stalls, housing societies and gated communities can engage in hands-on giving and volunteering, directly benefiting underprivileged groups.

#### 4. Participate in Fundraising Events

Be part of exciting events that make giving fun—like charity sports tournaments, gala nights, or cause-based challenges. These events unite communities and amplify the impact of every contribution.

#### 5. Contribute through Workplace Giving and/or Recurring Donations

Support Change every month by opting into payroll donations and/or recurring donations. Encourage your employer to match contributions and double your impact. It's an efficient, sustained, and deeply powerful way to ensure that help reaches where it's needed most, throughout the year.





## Real Stories, Lasting Impact

Across all ISR programs, individuals and communities have sparked powerful transformation. Here are a few examples that show the real-world impact of these contributions:

- The Singla Family Foundation, through the Patrons program, supported the career journeys of 30 students with scholarships and residential camps—enabling long-term employability.
- Ms. Vyshali Sagar, under Individual Campaigns, raised over **Rs. 6.3 lakhs** to educate **30 girls** through Nirmaan's Super 30 program—investing in a future led by empowered women.
- Ms. Athirai Rose, a 11th std. student, set up a library in a government school in Telangana, improving access to reading for hundreds of students.
- The Nirmaan Charity Badminton Tournament brought together sports and giving, raising **Rs. 5.4 lakhs** to support the education of **540** underprivileged girls across India.
- Workplace donors and corporate employees contributed consistently to programs like Wayanad flood relief, Back to School kits, and mentorship under Program Vashishtha—showing how even small, regular contributions can drive large-scale impact.



## The Heart of ISR : You

When people ask us what ISR really means, we tell them it's a movement of one becoming many. One person's action ignites another's. One campaign fuels another dream. One mentor inspires a generation.

ISR provides you the platform to step into this current of change. It doesn't require wealth, it requires WILL. It doesn't demand time, it asks for INTENT. And through Nirmaan, every small gesture touches lives far and wide.

So ask yourself again, What can I do to help? And then, take the first step. Because ISR isn't just a program. It's a promise, that every individual counts, and every contribution matters.















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# Donor Acknowledgement

Thanks to our donors, partners, patrons and supporters for believing in us and strengthening our mission everyday.





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**Asha for  
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**Solar Energy  
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(WHH)**

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**NSURE Energy**

# Financial Due Diligence

- 12A & 80G Certification (India)
- Registered with MCA for CSR activities
- NGO Darpan Registration
- 501 (c)(3) Certified (USA)
- FCRA Certification
- GST Registration

## Get Involved



**Volunteer**



**Partner**



**Donate**



**www.nirmaan.org**



**contact@nirmaan.org**



**/nirmaanorg**

# Our Commitment to the United Nations Sustainable Development Goals

**01**  
NO POVERTY



**02**  
ZERO HUNGER



**03**  
GOOD HEALTH  
AND WELL-BEING



**04**  
QUALITY EDUCATION



**05**  
GENDER EQUALITY



**06**  
CLEAN WATER  
AND SANITATION



**07**  
AFFORDABLE  
AND CLEAN ENERGY



**08**  
DECENT WORK AND  
ECONOMIC GROWTH



**09**  
INDUSTRY, INNOVATION  
AND INFRASTRUCTURE



**10**  
REDUCED  
INEQUALITIES



**11**  
SUSTAINABLE CITIES  
AND COMMUNITIES



**12**  
RESPONSIBLE  
CONSUMPTION AND  
PRODUCTION



**13**  
CLIMATE ACTION



**14**  
LIFE BELOW WATER



**15**  
LIFE ON LAND



**16**  
PEACE, JUSTICE AND  
STRONG INSTITUTIONS



**17**  
PARTNERSHIPS  
FOR THE GOALS

