



An initiative of SRIJAN

# BUDDHA FELLOWSHIP PROGRAM 2022-2024

Creating a robust network of development entrepreneurs to improve the lives of vulnerable populations in rural and urban areas



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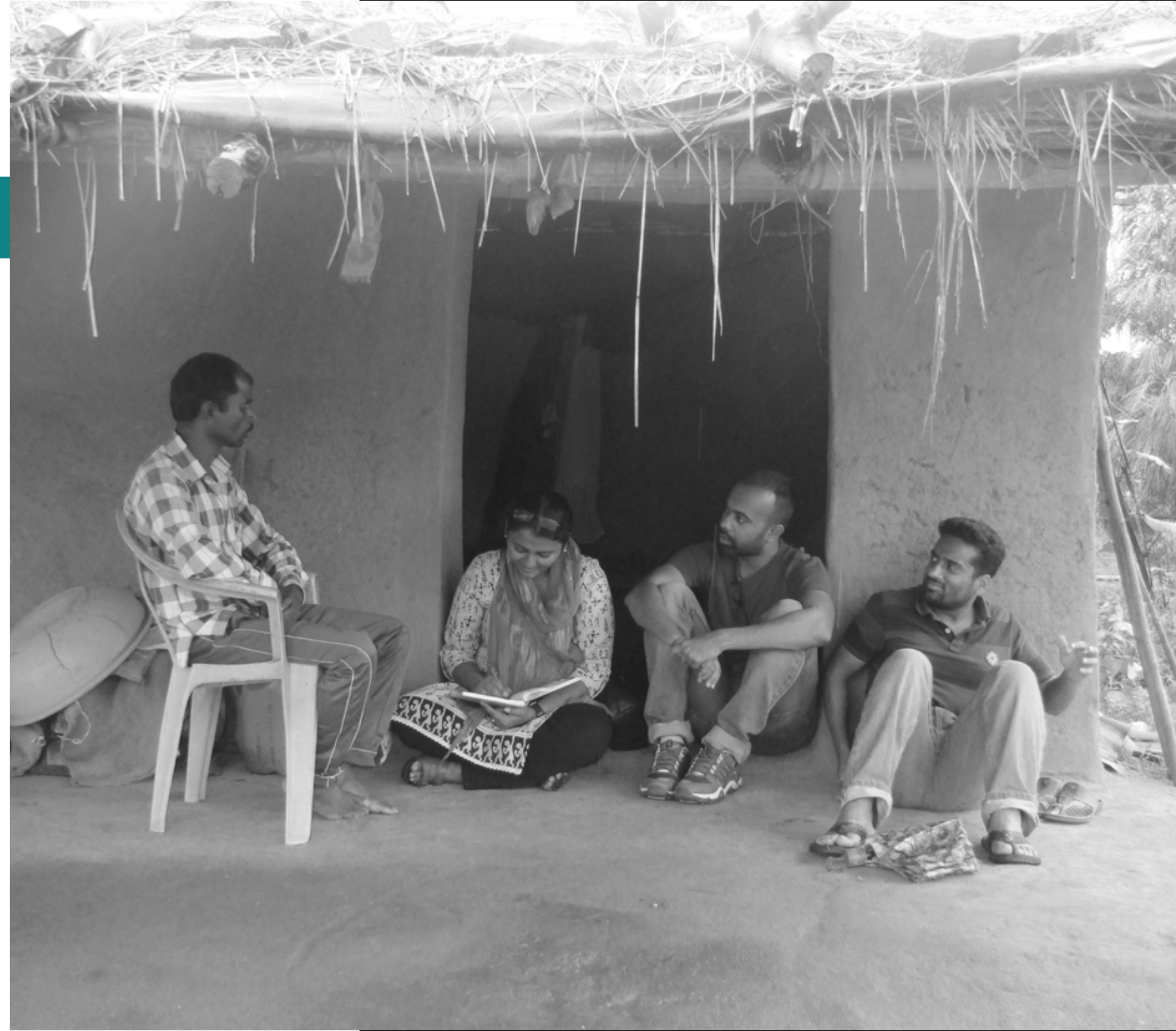


# About The Buddha Institute

The Buddha Institute is a dedicated platform of entrepreneurship, mentorship and support for socio-economic change for young minds who are driven to change the social reality in India and in other developing economies. We encourage the creation of an eco-system for sustainable, problem-solving models among the poor leading to improved livelihoods.

The support we provide to development entrepreneurs (DEs) comprises a distinguished group of eminent mentors, partnerships with government and private sector, financial support, a thriving community base, an immersion program, freedom to pilot ideas fearlessly, quality clinics for learning, and an overall nurturing attitude of the management team strengthened by an inspiring founder.

An initiative of SRIJAN, The Buddha Institute is hosted under Education for Employability Foundation, registered as a public charitable trust. With an initial funding from Axis Bank, Ford Foundation, and 50 individual donors, we have established a Board of Trustees, an informal council of advisors, and a strong management team.



## Vision

Shaping a progressive, inclusive India and the world, through entrepreneurial change-makers

## Mission

Nurture entrepreneurial ecosystems that add value for greater good, by bringing together diverse stakeholders on common platforms

## Goal

By 2030, 1000 development entrepreneurs collectively impact the lives of at least 1 million marginalised families of India



# BUDDHA FELLOWSHIP PROGRAM

The Buddha Fellowship Program is a social responsibility initiative of The Buddha Institute.

Extended over a period of 24 months, it is a mentoring program for the Buddha Fellows. Six Buddha Entrepreneurship Clinics (BECs) are organised during this period to support them.



## Program Offering

The Buddha Fellowship Program builds DEs' capacity by linking them with rural community, unlocking grants and private capital, providing mentoring by leading experts and by enabling access to labs and facilities.



## Support to Buddha Fellows

Connect with rural  
communities



Access to labs and facilities for  
research and development



Expert guidance on aspects like business  
strategy, operations, technology  
integration and marketing



On-going mentoring both at the grassroots  
level and in specially designed Buddha  
Entrepreneurship Clinics



Linkages with funding opportunities  
(Support up to INR 25,00,000 or USD 35,000)



A growing network of experienced and mature  
Buddha Fellows who are traversing a similar journey



## Are you the next Buddha Fellow?

Buddha Fellows are progressive in their thinking, passionate about creating an equitable society, and resilient in realising their dream. They take risks, have a problem-solving attitude, are innovative, and can deal with ambiguity.

Tangibly, we are looking for individuals who meet the following criteria

### Individual Attributes:

- Desire to address issues like inequality, poverty, and dignity of life
- Ability to build consensus among different stakeholders
- Grit and determination
- Track record of execution

### Organisation's Features:

- For profit enterprise, in operation for at least two years
- Direct impact on the lives of vulnerable population
- Preferred sectors: Agriculture, Livelihoods, Health and Environment
- May be incubated elsewhere



Som Mittal  
Ex-President, NASSCOM

## Geographic EXPANSION

We will enable you to test your idea in a new geography or market. Experts will guide you to think deeper and perfect your solution. You can lean on the Buddha Entrepreneurship Network to rapidly gain traction.

NGOs in our network will help you garner trust within the community. These communities can help you source raw material for your business.

## Our commitment to you

### Product DIVERSIFICATION

Mentors will guide you in conducting feasibility studies to diversify the portfolio of your products and services, including finding a niche in a crowded marketplace. Diversification may require adopting technologies to process and store.

Similarly, sourcing from scattered geographies and supplying to a distant market requires large amount of working capital. We will help you on all such fronts.



Maya Mascarenhas,  
Paediatrician and Community Health Specialist, MYRADA

### Stabilization and GROWTH

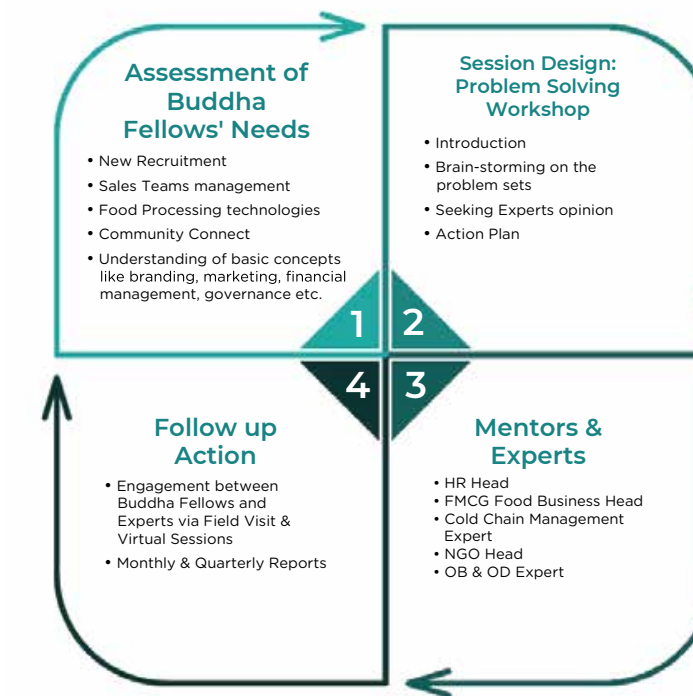
We will support you in creating a long-term strategic plan for your development enterprise. With a view on operational success, we will also assist you in gaining access to the required human and financial resources towards realising your vision

Our team will actively help you secure grants or subsidies under relevant government schemes.

# Buddha Entrepreneurship Clinics



Every quarter Buddha Fellows come to attend this offsite problem-solving workshop, which are called Buddha Entrepreneurship Clinic, where they meet with subject experts and mentors and come up with their own solutions. Buddha Fellows learn from each other's experience as well in these quarterly clinics





# Experts



Government  
Amarjeet Sinha



People & Culture  
Shalini Sarin



Business Planning  
Sessa Allavarpu



Finance  
S. V. Kannan Sitaram



Finance  
Alok Agarwal



Community connect  
Apoorva Oza



Legal matters  
Gaurang Singh



Marketing  
Indranil Gupta



Technology  
Pawanexh Kohli



Health & Nutrition  
Dr. Raman Kataria

Pravir Krishn  
Rajeev Kapoor  
V Giriraj

Amitabha Sinha  
Byomkesh Mishra  
Deepankar Roy  
Rohit Bhasin  
Vivek Sharma

C M Patil  
Rajesh Naik

Jacob Ninan  
Nimesh Sumati

Girish Sohani  
Narendranath  
Damodaran  
Tricholan Sastry

Chitranjan Dar

Dr Maya Mascarenhas  
Dr Yogesh Jain





Rakesh Gupta (Buddha Fellow since May 2019) has increased the annual income of tribal women of Udaipur, Rajasthan by 10,000 rupees through custard apple and black plum value chains





## 2017-2019 Cohort of Buddha Fellows



Top Left to Bottom Right: Priyanka Barre, IIM Raipur; Uday Deogam, IIM Ahmedabad; Anjani Golla, IIM Lucknow; Akbar Hamid, IIM Raipur; Ashok Kumar, IIM Lucknow; Anirudh Murali, IIM Ahmedabad; Shubham Patel, IIM Ahmedabad; Ravi Reddi, IIM Udaipur; Subhodeep Saha, IIM Shillong; Aditya Saxena, IIM Shillong; Shubhangi Tribhuvan, IIM Udaipur

## 2018-2020 Cohort of Buddha Fellows



Top Left to Bottom Right: Jitendra Yadav, IIM Lucknow; Ishan Pasrija, IIT Delhi; Nidhi Parmar, IIM Udaipur; Sumit Jaiswal, IIM Kashipur; Darshan Doreswamy, IIM Kashipur; Rakesh Gupta, XISS Ranchi; Ravi Gajraj, IIM Kashipur; Kaushalendra Yadav, IIT Kanpur; Sakuntala Majhi, IIM Lucknow; Kolli Madhu, IIM Ahmedabad; Y Pratyusha, IIM Udaipur; Ten Singh, IIT Bombay; Anand Sharma, IIT Bombay; Preeti Singh, IIT Kharagpur; Satyam Bhandari, H.N. Bahuguna University, Uttarakhand





## Buddha Fellows in Spotlight



### My Motivation

“I wanted to be a job creator.  
My mission is to empower  
the youth in Tier 2 and Tier 3  
regions by bridging the gap  
towards gig economy and  
freelancing”

*Preeti Singh, IIT Kharagpur  
Project Name: Swarambh  
Buddha Fellow since May 2018*

Preeti Singh along with her mentor Byomkesh Mishra pioneered “Swarambh”, an outreach program for gig inspired youth from tier 2 and tier 3 towns of Uttar Pradesh. After graduating with a Masters degree from IIT Kharagpur, Preeti joined Schlumberger, USA. But the zeal of becoming a development entrepreneur was always there. With this mission she started her exploration journey with Buddha Fellowship.

Here she was exposed to various projects of non profits. Fellowship gave her access to a network of eminent mentors which helped her succeed in this exploration journey.

Swarambh has raised INR 3 crore (USD 400,000) from Axis Bank Foundation, helping her outreach thousands of youth.

<https://medha.org.in/swarabh-turning-passion-into-profession/>



An IIM Ahmedabad 2018 graduate, Madhu has beaten all odds to make his dream of becoming a development entrepreneur come true.

Madhu is using precision agricultural practices like Greenhouse and Shadenet Cultivation for maximizing income per unit area for farmers of Guntur district, Andhra Pradesh.

Starting with 1.25 acres, Madhu initially invested INR 60 lakhs (USD 80,000) to grow exotic flower variety Dutch Rose. Madhu is not just bringing a new mode of cultivation to Guntur farmers but also increasing their income 5X. Through the INR 1.5 crores (USD 200,000) he has raised so far, he aims to scale his enterprise to more greenhouses, and diversifying to grow chilli seedlings.

Madhu's biggest motivation comes from the time he spends in the fields cultivating flowers with the help of farmers.

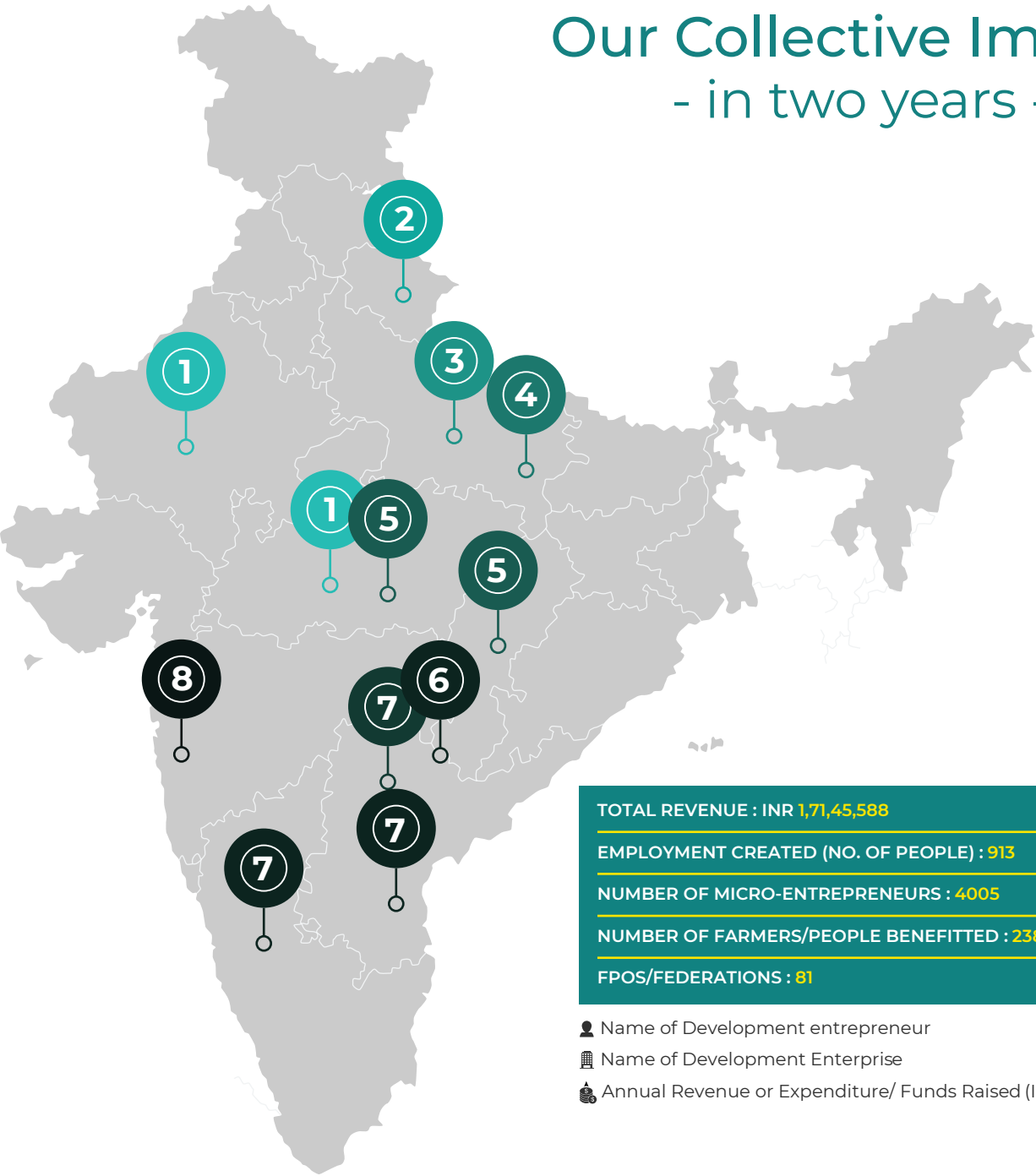


Buddha Fellowship provided Madhu the right platform to learn different development entrepreneurship models, gain practical experience, learn from the expertise of mentors and arrange finance. He successfully marketed custard apple pulp in Hyderabad during Buddha Fellowship, which boosted his confidence to pursue his own project of growing Dutch Rose in a greenhouse.

**Kolli Madhu**  
IIM Ahmedabad,  
Organisation Name: MLAND  
Buddha Fellow since May 2018

- 1 Rakesh Gupta**  
Gramshree  
26,00,000
- 2 Satyam Bhandari**  
Heart in Hills  
21,00,000
- 3 Jitendra Yadav**  
Aikya Organics  
20,00,000
- 4 Preeti Singh**  
Swarambh  
3,60,00,000
- 5 Darshan Doreswamy**  
Phulwari - Rural Creches  
20,00,000
- 6 Kolli Madhu**  
M-LAND  
5,64,000
- 7 Kaushal Yadav**  
Farmveda  
96,31,588
- 8 Ravi Gajraj**  
Vrindavan  
2,50,000

## Our Collective Impact - in two years -





## Overseas Supporters



Jugnu Jain  
Sapiens  
Bioscience



Nanda  
Nandkishore  
Acacia Group



Piyush  
Gupta  
IBM



Shiv Joshi  
NextGenAero



Kamallesh  
Dwivedi  
3 Lines Venture  
Capital



Pankaj  
Tandon  
Nvidia



Rajiv Roy  
3 Lines Venture  
Capital



Suresh  
Jasrasaria  
IBM



Natwar  
Mathur  
SBC Global



Parag  
Thatte  
Deutsche Bank



Sharad  
Gupta  
Unipus



Vineet  
Singh  
Wealthfront



Ashok  
Juneja  
Applied Solar  
Technologies



Prashant  
Tewari



Naresh K  
Sharma  
University of  
Hyderabad



Neeraj Yajnik  
Shreyareth  
University



Rajesh Naik



Ramesh  
Kacholia  
Caring Friends



Shashidhar  
Sinha  
IPG Mediabrands  
India



Sunita  
Nadhamuni  
Arghyam



S  
Viswanathan  
KenTree Business  
Advisory

Ambuj Goyal  
Arvind Bansal  
Arul Garg  
Beena Thomas  
Dhruvil Gandhi  
Dibyendu Mukherjee  
Kailash Powar  
Manjiri Pattil  
Mohit Padalkar  
Priya Jakatdar

Venkat Ramnath  
Yashpal Arya  
Doris Ross  
Ritendra Roy  
Geetha Dabir  
Vijnan Batchu  
Mayank Chattree  
Marianna Pensky  
Rajendra Bordia  
Ramdas Iyer

Sudipto Roy Choudhury  
Bindya and Shankar Baliga  
Ganesh Sarpotdar  
Pawan Kumar  
Radhika Anand  
Kshitija Sardesai  
Pradeep Jain  
Vasant Joshi  
Vijaypal Arya

Abhaya Shankar  
Jyotsna Sitling

T. Muralidharan  
V Ravichandar

Yogesh Asthana  
MS Jagan



## Institutional Partners and Donors



IIT  
Kanpur



Jan Swasthya  
Sahyog



## Advisory Council



Ved Arya  
Founder, SRIJAN



Rajesh Dahiya  
Founder CEO,  
GoodGovern  
Former ED, AXIS Bank



Om Damani  
Professor, IIT  
Mumbai



Chitranjan Dar  
Former Member,  
Management Committee,  
ITC Ltd.



Sheila Hooda  
CEO, Alpha Advisory  
Partners, USA



Yogesh Jain  
Co-founder  
Jan Swasthya Sahyog



Rajeev Kapoor  
Retd. IAS Officer



Pankaj  
Khandelwal  
Promoter, INI Farms



Sushil Ramola  
Founder, B-ABLE

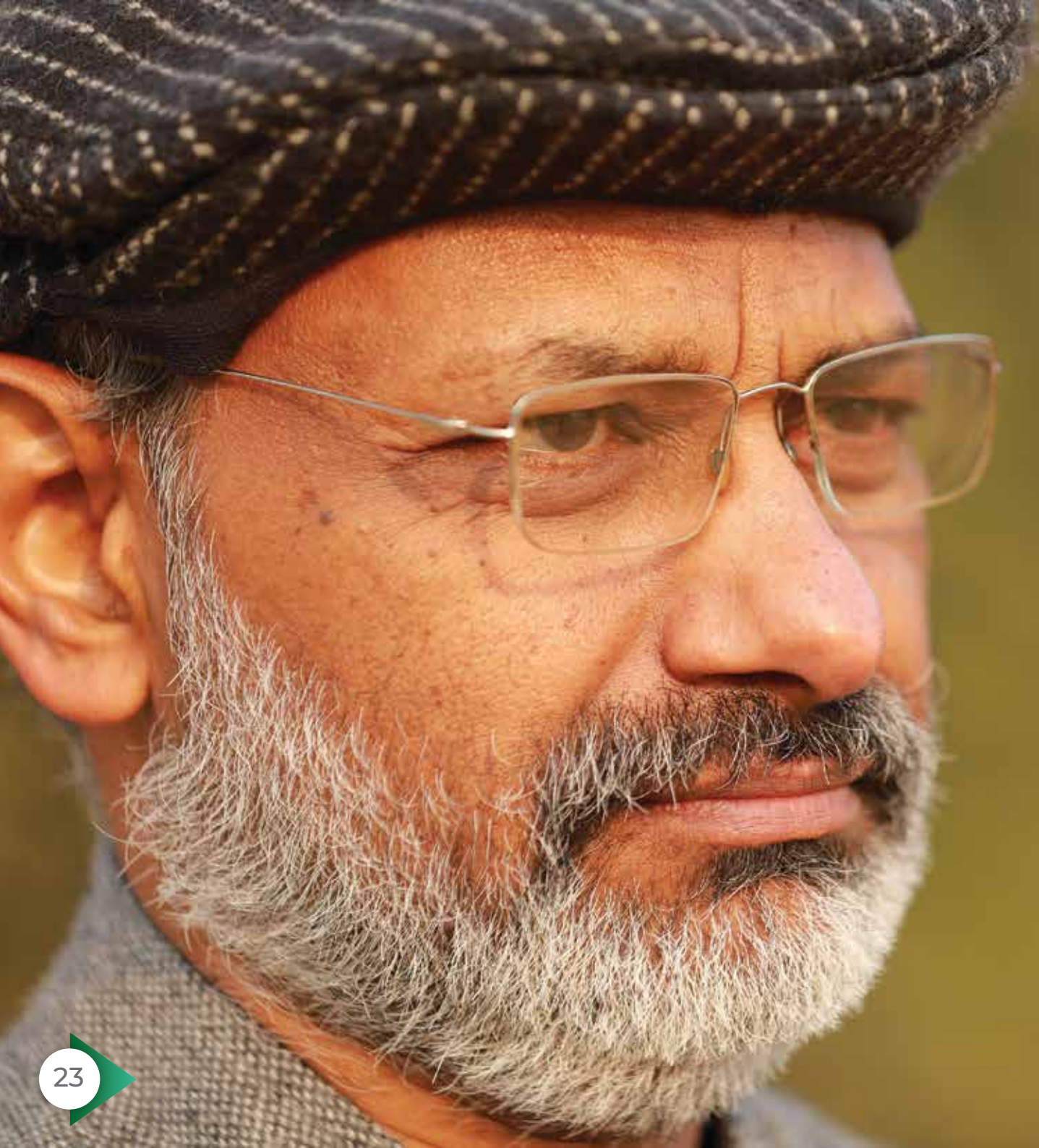


Ankur Sarin  
Professor, IIM  
Ahmedabad



Gauri Singh  
Dy. Director General,  
IRENA,  
Abu Dhabi





## About Founder

Ved Arya is long time leader in India's development. A distinguished alumnus of IIT Kanpur, and post graduate of IIM Ahmedabad, he is the founder of SRIJAN, SIDS, and The Buddha Institute, and founder convenor of the RCRC coalition.

He is an Ashoka Fellow, UN Environment Program Fellow, Hubert Humphrey Fellow and Business Standard Social Entrepreneur of the year 2018.

## The Team



Shruti Singh

Research and Knowledge Support



Shipra Singh

Theme Leader



Leena Binoy

Finance & Accounts



Pradeep Chourasia

Finance & Accounts





## About SRIJAN

SRIJAN stands for Self-Reliant Initiatives through Joint Action. It is a grassroots action organisation started in 1997 and has lifted 125,000 rural families out of poverty. For its work SRIJAN has been recognised by the Vodafone Mobile for Good Awards and ICICI-CNBC Inclusive India Award.





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