

The Buddha Times

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C. KALYANI
STAR DEVELOPMENT ENTREPRENEUR
OF THE QUARTER



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MESSAGE FROM

The Editor



Shruti Singh

I am delighted to present the third quarter issue of The Buddha Times. Welcome to those of you who are new to the organization! We have provided a quick overview of what the Buddha Institute does on the second page. Please read on and meet some of our Fellows and colleagues and learn about their recent activities. Should you have any questions or wish to learn more about any aspect of our work, please refer to the contact details at the end of this newsletter.

This edition includes the details on the Buddha Anubhav Program, as well as the Buddha Entrepreneurship Clinic held in New Delhi from August 10th to 12th, 2023. We also report on the first Mentors' Circle Workshop, held on August 18th and 19th, 2023.

I thank all my colleagues for assisting me in preparing this issue.

We hope you enjoy reading this edition!

*Good wishes,
Shruti Singh
Editor
The Buddha Times*

About The Buddha Institute

The Buddha Institute is hosted under Education for Employability Foundation (E2F). E2F supports local enterprises and local organizations in establishing profitable and viable linkages with markets, government agencies, financial institutions or any such institution that would enhance their sustainability. It also imparts employability skills through relevant training and capacity building inputs among disadvantaged youth, differently abled and other segments of society in order to improve their prospects for employment, quality of life and social status. The Buddha Institute has the Buddha Fellowship Program (BFP) under it.

Buddha Fellowship Program is an initiative to support young minds with entrepreneurial ideas that are focused on identifying and addressing one or more social problems (like unemployment), specifically in rural areas. Till date, BFP has been able to support 22 Fellows located in multiple rural areas across India.



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 25 million marginalized people

Collaboration with Government of India

On August 29th, 2023, a Memorandum of Understanding was signed between the Ministry of Rural Development, Government of India and Buddha Institute for building Development Entrepreneurs for enhancing incomes and creating jobs in rural areas towards the goal of impacting 5 million rural poor families in India.



Persons present on this joyous occasion were

(From L to R): *Vivek Kunj* (National Mission Manager, National Rural Livelihood Mission), *Shipra Singh* (Theme Lead, Buddha Institute), *Ved Arya* (Founder Director, Buddha Institute), *Shailesh Kumar Singh* (Secretary, Ministry of Rural Development), *Charanjit Singh* (Additional Secretary, Ministry of Rural Development), *Smriti Sharan* (Joint Secretary, Ministry of Rural Development), and *Raman Wadhwa* (Deputy Director, Administration).

C. KALYANI

'STAR' DEVELOPMENT ENTREPRENEUR OF THE QUARTER



This is *Kalyani Chavali*, a Buddha Fellow based in Talegaon, Pune, and Founder of 'Sahrudaya', a development enterprise which aims to train rural women to standardize production of traditional recipes and bring them to market; thereby creating employment for them. She is creating awareness around traditional recipes and availability of healthier options, among urban consumers.

Recent Update: Visit to Majuli, Assam

- Invited by Ayaang Trust from Assam to train a batch of 30 women on local recipes.
- The 7-day training was first of its kind and helped local women understand the nuances of standardization.
- It opened up partnership for making regional products available across geographies.
- Opened up additional avenue for Kalyani to train more women from other regions.



Kalyani with Dharamjeet, Co-founder, Ayaang Trust

Customers

2300+

Corp Orders

750+

Women Trained

97

Livelihoods

17

MILESTONES

Buddha Entrepreneurship Clinic (BEC)

August 10th-12th, 2023
New Delhi



Highlights from BEC

1. Opening session with *Amarjeet Sinha* (Former Advisor to Prime Minister) revolved around opportunities for government at various levels including the center, state, and district, to support Development Entrepreneurs (Buddha Fellows), in areas like:
 - Softer Credit for Buddha Fellows who fall in the MSME category.
 - Setting up District Entrepreneur Incubation Centers in collaboration with Ministry of Rural Development.
2. Live marketing challenges cited by Fellows were addressed by experts like *Chitranjan Dar*, *Vivek Chandra* and *Indranil Gupta*.
3. **"Manthan"**: Key challenges of Buddha Fellows were collated post which brainstorming on potential solutions with the TBI team and Fellows helped provide a way forward for them.
4. In-depth session on human resource conducted by *Tejinder Bhogal*. The focus areas were building and motivating teams, vision alignment and nurturing leaders for long term.
5. A business activity was facilitated in which the fellows paired up as co-founders and built a simulated business to identify gaps or patterns from their actual business operations.
6. Special guests, *Ravi Gulati* (Founder of Manzil) and *Krishna Thacker* (SPO, Bill and Melinda Gates Foundation) brought perspectives from the non-profit and donor worlds, respectively.

Buddha Fellows' Feedback on BEC



Namrata Acharya

"The importance of monthly meetings with teams was discussed which I will implement as well. The Boat game was fun; it helped in understanding the different perspectives of marketing and sales."

Mayur Pawar

"The BEC has been a great opportunity to learn about other Fellows' journey as well as explore options to collaborate with other Fellows as well."



Suhas Ramegowda

"Teji's session on leadership and OD made me more aware of the fact that things are very relevant and continuously evolving. This learning has helped me experiment with situations - how to handle conflict, behaviors, motivate, and align team's goals with my goals."

Mahesh Londhe

"The Business Simulation Game (Boat Game) was a good exercise to learn about how we run our own businesses, how to talk to people, as well as how to convince them."



Mentors' Circle Workshop

On August 18th and 19th, in Buddha Institute office, New Delhi, the mentors to Buddha Fellows came together to discuss the progress made so far and plan for the next steps ahead. Mentors present were Shobha Agarwal, Sandip Bhatia, Vivek Chandra, Chitranjan Dar, Om Damani, Indranil Gupta, Pankaj Khandelwal, Yugandhar Mandavkar, Sushil Ramola, and Ankur Sarin. The 'Impact Sherpas' *Soumitra Pandey* and *Shridhar Sethuram* helped in planning as well as facilitating the workshop along with Anchors of the Institute. Four major pillars were finalized for discussion during this workshop- **Entrepreneurship Pillar, Mentor Pillar, Anchor Pillar and Ecosystem Pillar.**

Day 1

The day started with a quick round of introductions and understanding what the next two days would be dedicated to. The first round of discussions started around the Entrepreneurship Pillar where *Kaushalendra* and *Madhu* shared their respective entrepreneur journeys till date. This was followed by group discussion around 'What qualities do you aspire a Buddha Fellow to have?' as well as a few questions around how Buddha Institute can support entrepreneurs. The day concluded with a group discussion around the Mentor Pillar - who is an ideal mentor, how can we scale the mentor network and what could act as milestones for mentors.

Day 2

The second day was dedicated mainly to the Anchor role - what can be a support system to them, what should be their capabilities, their training, mentor expectation from them and *vice versa*.



Anchors of Buddha Institute



Hitendra Singh

Hitendra is anchor to following Buddha Fellows



Priyjeet Bose



Angraj Swami



Rajesh Oza



Satendra Singh Lilhare



Mayur Pawar



Shipra Singh

Shipra is anchor to following Buddha Fellows



Prajwal M



Ronald Castelino



Suhas Ramegowda



Mahesh Londhe



Borra Rao Srinivas



Satyam Bhandari



Girish Agarwal

Girish is anchor to following Buddha Fellows



Ravi Raj



Namrata Acharya



Kalyani Chavali

Updates of the quarter

- **Priyjeet**-merged business services with the brand Pashuvardhan.
- **Angraj**- ECOWRAP expanded operations to Jahota Heritage Village to create India's first Zero Dumping Village.
- **Rajesh**-story of TribalVeda was highlighted in TheBetterIndia.
- **Satendra**-conducted a first-hand situation analysis of Non-Timber Forest Produce (NTFP) initiatives within the state.
- **Mayur**-successfully established 4 new farmers' markets.

- **Prajwal**-conducting pilots of new version of the paddy planter.
- **Ronald**-selected in Land Accelerator Program.
- **Suhas**-new partnership with Nita Ambani Cultural Center for business promotion in Mumbai.
- **Mahesh**-AgroZee Organics Pvt. Ltd. was recognized as 'Best Agri Startup in Millets' by FICCI.
- **Srinivas**-collaboration with BigBasket has led to increase in sales of the millets.
- **Satyam**-planning to setup a stall in CR Park, New Delhi during Durga Puja.

- **Ravi**-Registered his legal entity.
- **Namrata**-Building strategies for sales beyond the cropping season.
- **Kalyani**-Increased her sales by 3x from the time she joined Buddha Fellowship.



Buddha Anubhav Program

Buddha Institute is spearheading an experiential initiative called "Buddha Anubhav Program". The Institute aims to shape the potential of young individuals as socially conscious leaders. With an existing outreach of approximately 2,000 students, the Buddha Institute is actively working towards its goal of engaging a total of 10,000 students within the next five years.

The Buddha Institute recently has finalized MoUs with three prominent Indian universities:

1. Birla Institute of Technology (BIT), Mesra, Ranchi.
2. Mahatma Gandhi Kashi Vidyapeeth, Varanasi.
3. Department of Industrial Relation & Personal Management, Patna University

These MoUs are designed to encompass three essential aspects: Awareness camps for in-campus students, customized student immersion programs in collaboration with RCRC, and, Faculty Development Programs.

Present Status

A productive collaboration meeting with the Dean of Udaipur School of Social Work, Udaipur, has taken place. The university has extended an invitation to collaborate on various initiatives, including strengthening its Entrepreneurship Cell, organizing special classes conducted by Buddha Fellows, on-campus events, and student immersion programs.

The 7th batch of six students from the Centre for Integrated Rural Development completed a 15-day field immersion program in the Manoharpur block of West Singhbhum in Jharkhand.





An initiative of Education for Employability Foundation (E2F) and SRIJAN

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