

**FORM 2.1      Annual Social Impact Report by Social Enterprise**

**(In terms of Regulation 91E (1) of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015)**

[This Impact Report is to be prepared Annually by Social Enterprise for Social Projects/Programs Funded by Security Listed on SSE of BSE/NSE]

Assessment for the Financial Year (the year reported upon) 2024-25

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## **INSTRUCTIONS:**

All Social Enterprises with currently Listed Securities on the SSE, will prepare an **Annual Social Impact Report in Form 2.1** for each project funded through a listed security on any SSE, with reference to the details provided in the Final Fund Raising Document (FFRD) at the time of listing and the Solution Implementation Plan (SIP) prepared thereafter to implement the project. This requires one Impact Report per currently listed security to be made annually by a Social Enterprise till the security is listed on the SSE. The Social Impact Assessment will be prepared by the Social Enterprise and it will get it assessed by an external Social Impact Assessor who is empaneled with an SRO specified by SEBI.

### **Form 2.1 has four Sections**

**Section A:** deals with general information, information of project timeline for needful third party evaluation (if any), identifying the presence of KPIs in the solution implementation plan and knowing in very brief about the baseline situation. This needs to be filled by Social Enterprise, project.

**Section B:** deals with annual progress report to be filled by Social Enterprise prior to the conduct of Social Impact Assessment. It is important to note that Social Enterprises will make entry of the **annual progress that are contextually relevant** for the KPIs set for that particular year as per the Solution Implementation Plan.

**Section C:** deals with the statement of primary assessment by Assessors based on the entries made by Social Enterprise in the progress report in **Section B**. Social Impact Assessors will provide specific comments on aspects placed in **Section C** of this form in their Social Impact Assessment Report.

**Section D:** deals with Confirmation by Social Enterprise

**Section E:** deals will all the supplementary information to be provided i n the form of Annexes

Social Enterprise is required to submit the Annual Social Impact Assessment Report in Form

3.1 to the respective SSE.

**SECTION -A: To be filled by Social Enterprise**

**1. General Information**

	<b>Item</b>	<b>Social Enterprise Response</b>
1.	Listing ID	TRIF-SE
2.	Name of the organization	Transforming Rural India foundation
3.	Name of program	Catalyzing place-based economic opportunities for rural youth
4.	Duration	3 years
5.	Program mode: (one time/ ongoing)	Ongoing
6.	Program area - States with Districts [mention aspirational blocks, if any, as covered as per NITI Aayog]	TRIF plans to implement the scalable locally suitable model for youth employment and entrepreneurship in following districts as mentioned below  <ul style="list-style-type: none"> <li>● Ramgarh (Jharkhand)</li> <li>● Barwani (Madhya Pradesh)</li> </ul>
7.	Beneficiary group(s)/ segment(s)*	The proposed project targets rural youth and women members of Self-Help Groups mobilized under National Rural Livelihoods Mission. These youth and women are:  a. from scheduled caste, tribe and backward communities, amongst the poorest in India b. as per SECC deprivation score are classified as poor
8.	Thematic Areas as per SSE	<i>Entrepreneurship &amp; Employability</i>
9.	SDG Goals Aligned	The solution directly supports <b>SDG 5 (Gender Equality)</b> by ensuring tailored interventions for women, <b>SDG 8 (Decent Work and Economic Growth)</b> by promoting sustainable entrepreneurship and economic resilience, and <b>SDG 10 (Reduced Inequalities)</b> by addressing barriers to economic opportunities for marginalized rural youth, fostering inclusive growth and equitable development.

10.	Alignment with National and State Schemes & priorities	The project aligns closely with India's national and state priorities of employment generation and skill development, addressing the challenges faced by rural youth in accessing employment and entrepreneurship opportunities. By leveraging government programs such as the <b>National Rural Livelihoods Mission (NRLM)</b> , <b>Rural Self Employment Training Institute (RSETI)</b> , <b>Deen Dayal Upadhyay Gramin Kaushal Yojna (DDU-GKY)</b> , and the <b>Start-up Village Entrepreneurship Program (SVEP)</b> , the project promotes a convergence model to bridge gaps in existing initiatives. This approach ensures a comprehensive support system for rural youth through joint planning and resource optimization at the district level, involving stakeholders like government officials, civil society, bankers, and training providers.
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*\* For Environmental and Cultural Programs/Projects- please state the segment(s)*

**2. Designated timeline for Mid-term and End-term (if any) \***

Phase	Financial Year (From) 2023-2024	Financial Year (To) 2025-2026	Possible month of Review
Pre Project implementation	NA	NA	NA
Phase I: Project Start to mid-term	Start FY	Mid-Term FY	Around end of 2nd year (2024-2025)
Phase II: Midterm to End term	(Mid-Term FY)	(End FY)	At end of final project year (2025-2026)

*\*Depending on the length of the project period, the projects/ programs of 3 year or more duration need mid-term evaluation. The mid-term evaluation of 3/5-year project will be co-terminus with of 2<sup>nd</sup> year / 3<sup>rd</sup> year annual evaluation cycle. The end-term evaluation is co-terminus with the annual end year project evaluation cycle, unless found necessary to conduct special evaluation exercise beyond the end year project evaluation cycle*

### 3. Solution implementation plan and KPIs:

SI no.	Parameters	Yes/No/ partially yes	If yes, give the reference page in SIP
i.	Has the Solution implementation plan (SIP) considered the Guiding framework on Logic Model* for plan preparation?	YES	The SIP follows the Logic Model's flow— from inputs and activities (e.g., establishing Entrepreneurship and Youth Hubs) to outputs and outcomes (e.g., greater youth engagement, better access to finance, and increased self-employment). See Section J: Implementation Plan
ii.	Has timeline based KPIs for outcome, output and activities been delineated in clear qualitative and quantitative terms in the SIP?	Partially Yes	While the SIP outlines key activities across years 1, 2, and 3 and describes outcomes qualitatively (e.g., youth mobilization, access to financing, sustained entrepreneurship), it would benefit from further quantification and explicit KPI timelines. Reference: Section J: Implementation Plan
iii.	Have the parameters** of reach, depth and inclusion integrated appropriately in the KPIs in SIP?	Yes	The project aims to reach a large number of rural youth and women through community outreach, counselling, and digital platforms. Activities like Entrepreneurship Suitability Assessments and engagement at Youth Hubs ensure wide participation across different districts. So far, 4,811 youth have

		<p>been mobilized out of the 5,000 target. The progress is tracked through indicators such as the number of youth mobilized, trained, and supported.</p> <p>To ensure depth, the project offers sustained support through mentorship, business development services, credit facilitation, and structured Accelerator Programs. Eight Enterprise Facilitation Hubs have been set up and are fully operational, and ten trained mentors have been deployed. So far, 1,406 youth have received capacity-building support out of the 2,000 target, and 538 enterprises have been launched. 282 youth have been linked to credit facilities, progressing toward the goal of linking 70% of youth to formal financial and market systems. Inclusion is a key focus, with dedicated efforts to engage women and marginalized groups. Women-led Youth Hubs, gender-intentional counselling, and integration with SHG federations support this. Two Business Idea Banks have been created with over 60 potential ideas, and one district compendium of government programs for entrepreneurship has been developed.</p>
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			<p>Digital tools further improve access, especially for youth in remote areas.</p> <p>One District Enterprise Coalition (DEC) meeting was conducted in Ramgarh with stakeholders like government bodies, financial institutions, market players, and CSOs to explore entrepreneurship opportunities in green energy, seasonal businesses, and mine-affected areas. Plans for the next convening are underway.</p> <p>.</p>
iv.	Are each of the KPIs verifiable?	Partially Yes	<p>Many activities (e.g., setting up hubs, delivering assessments, financing linkages) can be tracked.</p> <p>However, the SIP would benefit from more explicit articulation of how each KPI is to be measured and verified. Reference: Section J.</p>
v.	Have the means of verification worked out in clear terms for each KPIs?	Yes	<p>The project utilizes a combination of digital and manual tools to ensure accurate and reliable tracking of all key indicators. The <b>MForm tool</b> is used to capture real-time data on youth registration, counselling, training, and enterprise support. This digital system allows for continuous monitoring and easy retrieval of individual and aggregate-level data.</p>

			<p>Additionally, a dedicated <b>Excel-based tracking system</b> is maintained specifically for this project to supplement field-level documentation, follow-ups, and activity-based outputs. These tools together form a robust verification mechanism, allowing triangulation of data from multiple sources and supporting evidence-based reporting against each KPI.</p>
vi.	<p>Have the stakeholders been mapped out clearly for consultation and feedback across the timeline of the project?</p>	Yes	<p>The SIP fosters stakeholder engagement via District Enterprise Coalitions and partnerships, enabling ongoing feedback throughout the project. See Section J: Implementation Plan</p>
<p><i>*Annex-1 of Guiding Framework on Logic Model {Section III (I)} of USIAF</i>  <i>** Annex-2 of Guiding Framework on Logic Model {Section III (I)} of USIAF</i></p>			

#### 4. Baseline and situation analysis

**What is the baseline status at the start of the activity, intervention, program or project?**

At the start of the project, both Ramgarh (Jharkhand) and Barwani (Madhya Pradesh) districts exhibit high youth unemployment, with nearly 70% of youth being NEET (Not in Education, Employment, or Training) or underemployed due to lack of local opportunities and skills (refer SIP, pp. 6–7). These districts face high levels of distress migration as youth move to urban areas for low-paying and often hazardous jobs (SIP, p. 6). Ramgarh’s economy is primarily agrarian with low household incomes (INR 30,000–60,000), while Barwani has limited industry and heavy dependence on seasonal agriculture (SIP, pp. 6–7). Youth aspirations for entrepreneurship and private sector jobs are unmet due to limited access to training, financing, and mentorship (SIP, p. 7). The situation underscores the need for a place-based entrepreneurial ecosystem to address structural barriers and generate sustainable livelihood opportunities (SIP, pp. 8–9).

**SECTION -B: To be filled by Social Enterprise**

**5. Report on Performance and Outcome**

Stated overall outcome and overall outcome KPIs (to be filled by Social Enterprise)

Stated overall outcome:

Overall Outcome and KPIs (as of March 2025):

Mobilization: 4,811/5,000 achieved (96.2%)

Capacity Building: 1,406/2,000 trained (70.3%)

Enterprises Created: 538/1,000 supported (53.8%)

Credit Linkages: 282/700 facilitated (40.3%)

The program is on track, with strong mobilization and steady progress across other key areas.

Stated overall KPIs:

The program is progressing steadily and is on track across all planned activities. **District Enterprise Coalitions have been promoted**, and **8 Youth Hubs are now operational**. **10 mentors have been trained and deployed** to guide aspiring youth entrepreneurs. **10 strategic partnerships** have been established with local entrepreneurs and financial institutions. The **2 district-specific Business Idea Banks have been developed**, with **60+ viable business ideas documented**.

To strengthen the ecosystem for entrepreneurship, **a district-level group has been formed**, comprising local entrepreneurs, the **Industry Department, DIC, RSETI, RUDSETI**, and other **training institutions**. Regular meetings have been initiated to foster collaboration and align efforts toward youth enterprise development.

5.2 Annual Progress in Outcome KPIs vis-à-vis Overall outcome KPIs for the year reported upon (previous year)

Stated Intermediate Outcome/s of the project and their KPIs	KPIs Applicable* * at different Outcome levels (1,2, and 4) for the year reported upon	What has been accomplished in KPIs mentioned at Col. 2?	What could not be accomplished mentioned in Col. 2?***	Why it could not be accomplished? Any challenges?***	Unintended negative outcome, if any
1	2	3	4	5	6
Outcome 1: Mobilization /Outreach/Sensitization and Registration	5,000 youth mobilization	4811 youth and women have been mobilized and registered.	NA	NA	NA
Outcome 2: Entrepreneurial capacity building support	2,000 youth supported	1,406 youth and women have been provided support for their livelihoods	Reaching and training all potential entrepreneurs, especially in remote areas and among marginalized groups. (especially Indigenous group)	Many entrepreneurs faced challenges due to lack of proper documentation, complex government scheme procedures, limited financial literacy, and banks' hesitation to lend to those without collateral or formal income history.	Repeated loan rejections and delays led to demotivation among youth and women, with some abandoning their entrepreneurial journey and developing mistrust toward formal financial institutions
Outcome 3: Enterprises supported	1,000 enterprises started/grown	282 Entrepreneurs has been supported.	Ensuring credit linkage for all interested entrepreneurs, especially who need big amount credit.	In districts like Ramgarh and Barwani, the number of rural enterprises	While supporting rural entrepreneurs, there may be unintended challenges such as

				remains low due to challenges such as limited access to timely credit, time-consuming government procedures, absence of visible local role models, and concerns about the risks of business failure. Additionally, gaps in market exposure and financial awareness further affect entrepreneurial confidence.	creating dependency on external support or raising expectations that cannot be immediately met. It's important to balance guidance with efforts to build long-term self-reliance and resilience.
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*\*Stated intermediate outcome/s and external KPIs meant for Third party evaluation needs to be mentioned from the fundraising document*

*\*\*Only timeline based KPI metrics applicable for third party evaluation for the year reported upon needs be mentioned*

*\*\*\*Stated Assumptions and Risks in the fundraising document also need to be taken into consideration in answering what and why*

5.3 Annual Progress of Activities and Inputs vis-à-vis stated Output KPIs in the year reported upon (previous year)

State overall output KPIs* at each level of outcome Unit**	Over all activity target of the project (unit)	Activity target of the year reported upon		Achievement during the year reported upon		Deviation (if any) for the year reported upon		Reasons for deviation
		Physical (unit*)	Financial (Rs.)	Physical (unit*)	Financial (Rs.)	Physical (unit**)	Financial	Physical and/or
<b>Statement of Outcome 1: 5,000 youth mobilization</b>								
Output 1.1 Door to Door households visits and registration in youth journey tracking application.	5000	4811 youth and women registered through M-Form tool		4811 youth and women registered through M-Form tool		-189		Some remote and migratory populations were difficult to reach; also, registration delayed in a few areas due to staff availability and seasonal migration.
<b>Statement of Outcome 2: 2,000 Capacity building Support</b>								
Output 2.1 KPI: Capacity building provided	2000	1406				-594		Training dropouts, delayed scheduling, and limited availability of certified trainers in some locations.
<b>Statement of Outcome 3: 1,000 enterprises started/grown</b>								
Output 3.1 KPI: Enterprises supported	538			-	-	-462	-	Rural youth and women avoid loans due to fear of repayment, low awareness, complex procedures

								, lack of collateral, poor CIBIL scores, and existing microfinance debt, all of which hinder enterprise uptake.
<b>Statement of Outcome 4: 700 Credit linkages support</b>								
Output 3.3 KPI: Credit linkages	282			-	-	-418	-	Lack of required documentation, limited bank responsiveness, low creditworthiness, and scheme-related delays.

NOTE: Column no 3,4,5 and 6 should consider only the target and achievement of the year reported upon (previous year)

*\*Intermediate outcome wise output/outputs KPI targeted.*

*\*The number of outcomes and outputs will differ from project to project based on the fundraising document*

*\*\*Unit to be set as per the physical activity*



5.4 Cumulative deviation in output KPIs under each outcome KPI of the previous years before the year reported upon

Outputs at each level of outcome*	Cumulative KPI target and finance provided in previous years before the year reported upon		Cumulative KPI achievement and finance utilized in the previous years before the year reported upon		Cumulative Deviation, if any, in the previous years*		Reasons for deviation, if any KPI and/or Finance
	KPI (unit*)	Financial (Rs.)	KPI (unit**)	Financial (Rs.)	KPI (unit**)	Financial (Rs.)	
1	2	3	4	5	6	7	8

**Statement of Outcome 1: 5,000 youth mobilization**

Output 1.1 Door to Door households visits and registration in youth journey tracking application.	5000	4811 youth and women registered through M-Form tool		4811 youth and women registered through M-Form tool		-189	Some remote and migratory populations were difficult to reach; also, registration delayed in a few areas due to staff availability and seasonal migration.
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**Statement of Outcome 2: 2,000 Capacity building Support**

Output 2.1 KPI: Capacity building provided	2000	1406				-594	Training dropouts, delayed scheduling, and limited availability of certified trainers in some locations.
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**Statement of Outcome 3: 1,000 enterprises started/grown**

Output 3.1 KPI: Enterprises supported	538			-	-	-462	Rural youth and women avoid loans due to
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								fear of repayment, low awareness, complex procedures, lack of collateral, poor CIBIL scores, and existing microfinance debt, all of which hinder enterprise uptake.
<b>Statement of Outcome 4: 700 Credit linkages support</b>								
Output 3.3 KPI: Credit linkages	282			-	-	-418	-	Lack of required documentation, limited bank responsiveness, low creditworthiness, and scheme-related delays.

\*For details see year on year physical and financial progress of the organization

\*\*Unit to be set as per the physical activity

Convergence and contribution of the year reported upon (previous year) @

Intermediate outcome wise KPIs at each level	Convergence from the outside the project			Contributions rendered voluntarily by target beneficiaries/community/ entity, if any	
	Convergence items* Unit****	Agencies***	Estimated money value***** of convergence (Optional)	Contribution items** Units****	Estimated money value of***** contribution (Optional)
1	2	3	4	5	6
Outcome 1 KPIs: District- specific Business Idea Banks	Yes, they have been created for both Ramgarh and Barwani.	-TRI had this book printed after conducting extensive ground-level research. Afterwards, valuable feedback was also received from the local government and local skill training teams.	-NA	More than 60 business ideas have been identified separately for Barwani and Ramgarh, tailored to the geography and dependency of each region.	-NA
Outcome 2 KPIs: partnerships	Skill training institute	-RSETI – Skill & entrepreneurship training with post-training support.	-NA	We mobilize groups for RSETI and conduct one-on-one counseling to mentally prepare youth and women before sending them for training	-NA

<p>Outcome 3 KPIs: Partnership</p>	<p>Helps in credit linkages</p>	<p><b>NBFCs</b> – Flexible loans for rural entrepreneurs</p>	<p>Credit linkages worth over ₹72 lakhs have been facilitated in Ramgarh and Barwani.</p>	<p>Access to finance remains a major challenge in rural areas, often due to poor CIBIL scores and lengthy procedures under government schemes. To address this, we have partnered with NBFCs to provide easier and faster credit access for aspiring entrepreneurs.</p>	<p>-NA</p>
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*@the applicability of this format will depend from project to project. Wherever applicable is important to assess through this format. Please refer to Annex-1 **Point 8** (Handling convergence, contribution and sustainability by SE) of Guiding Framework on Logic Model for needful guidance.*

*\* Convergence Items consists of assets/expertise/capacities or any other support mobilized through partnerships, networks and influence from the stakeholders within and outside the project.*

*\*\* Any agreed upon voluntary contribution time, money, materials, or labour to the project (social/ environmental/ cultural) activities by the target community/entity, or stake undertaken by the target community/entity to sustain the project with considerations for reach, depth, inclusion.*

*\*\*\* Agencies could be any government or any non-government partner institutions and individuals who has a stake in the project or whose stake need to be developed in the interest of the Project.*

*\*\*\*\*Unit to be set as per the convergence/ contribution item.*

*\*\*\*\*\***Giving this information is optional**, but this will be very useful in creating narrative on stakeholders' participation/contribution in tangible terms. This should be provided only if the organization has a reasonable basis of calculation to provide this information.*

#### **Past performance trend**

**What has been the past performance trend? What are the organization's learnings on what went well and what did not work well?**

Organizational learning from past performance trends in Ramgarh and Barwani revealed that entrepreneurial activity was limited, with minimal community engagement in enterprise development. This was largely attributed to low awareness and understanding of foundational business enablers such as training, market assessment, and mentorship. Additionally, a strong preference for traditional livelihoods over new economic pathways emerged as a key barrier to enterprise growth. These insights have informed our strategic focus on capacity building and ecosystem strengthening.

## 6. Report on risks and unintended negative outcome

6.1	<p>In the previous year, what have you seen as the biggest risks* to the achievement of the desired impact? How are these being mitigated?</p> <p>In the last year, the biggest risks to achieving the desired impact have included low youth participation, mismatch of training content with local needs, community engagement challenges, and accessibility issues. To mitigate these risks, several strategies have been implemented.</p> <p>To address low youth participation, Entrepreneurial Motivation Training (EMT) was introduced along with targeted awareness campaigns and sharing of success stories to inspire and prepare youth for enterprise-related engagements. For the mismatch of training content with local needs, collaborations with RSETI/RUDESETI were established to adapt training programs, ensuring they align with local market demands and youth aspirations. Community engagement challenges were tackled by involving SHGs, local influencers, and community bodies to build trust and emphasize the long-term benefits of participation. Accessibility issues were managed by promoting flexible schedules and location-based sessions to ensure that youth from various areas can participate without facing logistical and financial barriers. These proactive measures aim to enhance youth engagement and the overall success of the project.</p>
6.2	<p>Describe any potential unintended negative outcome of this project seen in the year reported upon (previous year). How are these being addressed?</p> <p>In the previous year, one potential unintended negative outcome of the project was the creation of unrealistic expectations among some participants regarding immediate career success and financial independence. This occasionally led to frustration and disengagement when the anticipated quick results did not materialize, affecting their motivation and overall experience. To address this, the project team has incorporated more comprehensive counseling sessions that emphasize setting realistic goals, building resilience, and understanding the gradual nature of career development. Additionally, follow-up mentoring and support systems have been strengthened to help participants navigate challenges, maintain motivation, and make informed decisions over the longer term.</p>

## 7. Report on stakeholder consultation

Has the organization taken into consideration relevant\* stakeholders' feedback in the year reported upon? What has been the stakeholder wise feedback? and how they have been used by the organisation?

Yes, the organization has actively considered feedback from relevant stakeholders during the reported year. Participants appreciated the career guidance and mentorship but requested more follow-up support and skill-building workshops. Trainers and counselors recommended incorporating localized case studies and more interactive activities to better engage students. Parents and community leaders expressed a need for greater awareness about emerging career options and wanted more involvement in the sessions. Partner institutions suggested stronger collaboration for post-training placement support and participant tracking. In response, the organization enhanced mentoring phases, customized training content to local needs, increased community engagement, and strengthened partnerships for placement and follow-up, thereby improving the program's effectiveness and relevance.

## 8. Report on sustainability of the interventions made as envisaged in the Fund Raising Document

The project, as outlined in the Fund Raising Document (FRD) and Sustainability Implementation Plan (SIP), has a clear sustainability plan. During the reported year, several measures from the SIP have been implemented to ensure long-term impact. The project's approach focuses on building a collaborative infrastructure where local multi-stakeholder groups actively shape and sustain the youth employment ecosystem. Key sustainability components include establishing market linkages at local, state, and national levels and fostering peer support groups among rural youth that strengthen over time with growing experience.

Additionally, Self-Help Groups (SHGs) and their federations under NRLM play a crucial role in sustaining interventions. The organization has formal partnerships with MPSRLM and JSLPS to empower SHG federations and their sub-committees to lead the change. The intervention is embedded within existing local institutions such as CBOs, NGOs, and SHG federations, supported by a community cadre of Sarathis (mobilizers) who provide ongoing linkages and services to enhance entrepreneurship and employment. Local funds from SHG federations are also being leveraged to maintain Youth Hubs and livelihood opportunities. Preparation for a withdrawal plan is planned once these local structures are well-established and self-sustaining.

## 9. Plan for using Social Impact Assessment for Knowledge Management

o

Brief Plan: SIA for Knowledge Management

1. Purpose:  
Use SIA to track changes in youth livelihoods, income, migration, and entrepreneurship. Feed these insights into KM systems to improve project design, delivery, and scale-up.
2. Integration:
  - o Baseline: Collect data on youth status before intervention.
  - o During Implementation: Monitor progress (e.g., youth trained, businesses started).
  - o Endline: Evaluate long-term social and economic outcomes.
3. Methods:
  - o Digital tools for tracking individual youth journeys
  - o Surveys, focus groups, and success stories
  - o Youth Hubs as local data collection and learning centers

4. KM System:
  - Digital repository of case studies, business ideas, and impact data
  - Dashboards for partners to access real-time insights
  - Periodic learning briefs and reports
5. Outcomes:
  - Evidence-based decision-making
  - Continuous improvement of support services
  - Knowledge sharing for scaling and replication

## 10. Plans for the next Social Impact Assessment Cycle\*

The next Social Impact Assessment (SIA) cycle will be strategically aligned with the second year of project implementation to assess the social and economic changes resulting from the entrepreneurship interventions and youth empowerment initiatives. The cycle will focus on measuring the impact across key indicators, identifying learning opportunities, and informing scale-up and sustainability strategies.

### Planned Timeline:

Q1 and Q4 of Year 2 – to enable both mid-course correction and end-of-cycle evaluation.

### Core Objectives of the Next SIA Cycle:

- Measure the **social transformation** of youth participants who have launched or grown businesses (Youth Transformed).
- Assess **changes in household income, reduction in distress migration, and improvements in community access** to goods and services.
- Capture the **gender-differentiated impact** of entrepreneurship support, particularly through the Women One Stop Resource Centers embedded within Cluster Level Federations (CLFs).
- Document **community perceptions** of the local economic ecosystem and resilience built through hyper-local entrepreneurship.

### Key Activities:

- **Quantitative Surveys** of a sample of direct and indirect beneficiaries (youth, SHG members, family members).
- **Focus Group Discussions** and **Key Informant Interviews** with mentors, facilitators, and local stakeholders.
- **Most Significant Change (MSC)** storytelling to capture transformational journeys.
- **Digital Monitoring Data Analysis** using MIS tools already in place to track youth journeys.
- **Stakeholder Learning Workshops** to validate findings and co-create recommendations.

### Integration with Knowledge Management:

- All SIA findings will be codified into the digital knowledge repository.
- A district-level social impact dashboard will be developed to visualize trends and inform adaptive programming.

### Expected Outputs:

- Social Impact Assessment Report (Year 2)
- Case studies of successful youth entrepreneurs
- Recommendations for scaling and policy advocacy
- Inputs for endline evaluation and sustainability roadmap

This SIA cycle will provide crucial evidence to strengthen partnerships, refine support models, and guide future interventions across similar geographies.

**11. Photographs conveying before and after impact of the Programme @**

*@ applicable in the end term evaluation*

(a maximum of 3 impact situations may be shared per Programme)

## 12. Annexures

Item	NA	If applicable	
		Yes	No
1) Blank copy of any questionnaire or survey forms used		Yes	
2) Summary analysis of surveys undertaken			
3) Copies of other consultation details (such as focus group write-ups, workshop notes, etc.)			
4) Copies of evidence summarised or quoted in the social impact report			
5) Notes of the previous social impact assessment meetings (when applicable)		yes	
6) Past Social Impact Assessment Statements for the projects funded by the Listed Security (when applicable)			
7) Completion certificate of SEBI approved mandatory capacity building workshops			
8) Case Studies/ Stakeholder Testimonials		Yes	
9) All stand-alone reports and that have contributed to the organisation's impact reporting for this period			
10) Business Plan M Form		Yes	

# Beneficiary Questionnaire for Social Impact Assessment

## Section A: Basic Information

1. Name: \_\_\_\_\_
2. Age: \_\_\_\_\_ 3. Gender: \_\_\_\_\_
4. Village/District: \_\_\_\_\_
5. Educational Qualification: \_\_\_\_\_
6. Are you part of any SHG or VO? (Yes/No)
7. Are you currently employed or running a business? (Yes/No)

## Section B: Awareness and Access

8. How did you first learn about the program? \_\_\_\_\_
9. Were you contacted by a community counselor or MERA Bharat Hub? (Yes/No)
10. Did you find the information and enrollment process easy to understand and access?

## Section C: Training & Capacity Building

11. Did you participate in any training provided under the program? (Yes/No)
12. If yes, what type of training did you attend? (Job Skills/Entrepreneurship/Other): \_\_\_\_\_
13. Was the training content useful and relevant to your needs? (Yes/No)
14. Were the trainers or mentors helpful and supportive? (Yes/No)
15. Did you face any issues such as dropout, travel difficulty, or lack of trainer availability?

## Section D: Employment / Entrepreneurship Outcomes

16. Did you get a job after completing the training? (Yes/No)
17. If yes, what is the nature of your job and monthly income? \_\_\_\_\_
18. If no, are you still looking or preparing for employment? \_\_\_\_\_
19. Were you supported to start or expand a business? (Yes/No)

## Beneficiary Questionnaire for Social Impact Assessment

20. If yes, what kind of business did you start? \_\_\_\_\_
21. Did you receive help in preparing a business plan? (Yes/No)
22. Were you linked with any financial institution for a loan? (Yes/No)
23. If yes, how much was the loan amount and from which institution? \_\_\_\_\_
24. Did you face any difficulty in getting credit? (Yes/No) - please explain: \_\_\_\_\_

### Section E: Digital & Hub Access

25. Have you visited a MERA Bharat Hub? (Yes/No)
26. Were the services at the hub helpful to you? (Counseling, Digital Support, Job Search, Business Mentoring)
27. Were you comfortable using digital tools/apps provided through the program?

### Section F: Impact and Feedback

28. What positive changes have you experienced due to this program? \_\_\_\_\_
29. What challenges did you face during or after the program? \_\_\_\_\_
30. Would you recommend this program to others in your village? (Yes/No)
31. What suggestions do you have to improve the program for others? \_\_\_\_\_

## Market Survey

Name of enterprise: \_\_\_\_\_

Type of enterprise:  Manufacturing  Trading  Service  Livestock

This Enterprise will produce/ sell following products/ services:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

The enterprise will sell the products/ services to: \_\_\_\_\_

\_\_\_\_\_

The Enterprise will fulfil following need of the customers: \_\_\_\_\_

\_\_\_\_\_

My motivation for this enterprise is because of: \_\_\_\_\_

\_\_\_\_\_

### Customer (Consumer/ Retailer/ whole seller/individuals) interview record:

S. No.	Customer Name	Age	Gender	Do they need product/ service? (Y/N)	Currently availing from where? (Local or outside)	What they are looking for in product or service	Price willing to pay?
1							
2							
3							
4							
5							
6							

*Note: Need customer from different geography, age group and gender. Customer need to be from target group*

Summary and understanding of Customer Interviews: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Competitors (Manufacturer/ Shops/ Establishments) interview record:**

S. No.	Competitors Name	Distance from your planned site	How old is the enterprise?	Catchment areas	Best Practices?	Pain of customers	How will you differentiate?
1							
2							
3							
4							
5							

*Note: Need Competitors from near by geographies, start from nearest to farthest*

Summary and understanding of Competitors' Interview: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Suppliers (Machine and equipment/Raw Materials/ Stock) interview record: *Except Service***

S. No.	Supplier Name	Distance from your planned site	Rate discussion (High/Mid/Low)	Other Benefits	Credit Facility (Y/N)	Recommended? (Y/N)
1						
2						
3						
1						
2						
3						

*Note: Need Suppliers from nearby geographies, start from nearest to farthest*

Summary and understanding of Suppliers' Interview: \_\_\_\_\_

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How are you planning for logistics from site to customer/ Vendor to site? \_\_\_\_\_

---



---

What would be your selling channel? \_\_\_\_\_

---



---

Is skilled labour available or training would be required? \_\_\_\_\_

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**Entrepreneur Name:**

**Block Name:**

**Contact Number:**

**Signature:**

**Date:**

**YF/ HM Name:**

**Signature:**

BACK

A) Enterprise Details

Counselling Id

Select Applicant Name

State Name

Select Applicant State

District Name

Select Applicant District

Block Name

Select Applicant Block

CLF Name

Select Applicant Cluster

Does the candidate have any existing business?

Please Select

Enterprise Name

Enterprise Address

Enterprise Introduction

Enterprise Type

Select Type

Enterprise Sector

Select Sector

Enterprise Product

Select Product

B) Proposed Capacity (Annually)

1		<a href="#">+ Add Row</a>
	Name of Product / Services	
	Units	
	Rate	
		0

	0

C) Fixed Capital (Machinery / Equipments / Furniture)

1	<a href="#">+ Add Row</a>
Particulars	
Amount	
	<b>Total</b>
	0

D) Working Capital

1	<a href="#">+ Add Row</a>
Particulars	
Frequency	▼
Amount (Per Month)	
Amount	
	<b>Total</b>
	0

E) Total Capital Investment

1	
Fixed Capital	
	0
2	
Working Capital	
	0

	<b>Total</b>
<input type="text" value="0"/>	0

Annual Turnover

<b>1</b>	<a href="#">+ Add Row</a>
Particulars	
Units	
Rate	
<input type="text" value="0"/>	0
	<b>Total</b>
<input type="text" value="0"/>	0

Net Profit Per Year

<b>1</b>	
Turnover	
<input type="text" value="0"/>	0
<b>2</b>	
Less-Cost of Production	
<input type="text" value="0"/>	0
	<b>Net Profit</b>
<input type="text" value="0"/>	0

Profit Ratio On Turnover

Net Profit Per Year	
<input type="text" value="0"/>	0
<input type="text" value="0"/>	0

Turnover Per Year

0

Rate Of Return

Net Profit Per Year

0

0

Total Capital Investment

0

Financial Analytics For The Business Proposal

1

Own Investment by Entrepreneur

0

2

Loan from Other Sources

a)

Banks

0

b)

NBFC

0

c)

Government Scheme

0

d)

CBO(SHG, VO, CLF)

0

e)

Others

0

f)

Additional Grants

0

Total

0

Support

Type of Services Availled or Want to Avail

Select Support Type

SAVE

# CASE STORIES

## Sangeeta Devi: The Doctorni Didi of Atiyatu

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### Background of the Entrepreneur

Sangeeta Devi, a **resident of Bicha Panchayat, Patratu Block, Ramgarh**, hails from a **financially struggling family**. As the **eldest among five siblings**, she was always a bright student with a strong desire to be **self-dependent**. However, after the untimely **demise of her father**, she was married in **2012**, immediately after completing her **matriculation exams**.

Her new home in **Atiyatu village**, surrounded by dense forests and lacking basic resources, posed several challenges. However, Sangeeta remained **determined to continue her education**. With her husband's support, she **completed her intermediate studies** and pursued an **ANM (Auxiliary Nurse Midwifery) course** to enhance her skills in healthcare.

Despite her qualifications, **financial constraints** prevented her from starting a business. Determined to make a difference, **Sangeeta started a small medicine shop from home**, providing much-needed healthcare essentials to the villagers. Recognizing the **demand for daily necessities**, she gradually **expanded her shop to include beauty and cosmetic products**, catering to the diverse needs of her community.

### Turning Point: Association with Enterprise Facilitation Hub

To **expand her business**, Sangeeta required **additional capital**. Her opportunity came when she attended a **Youth Chaupal organized by TRIF** in Bicha Panchayat, where she got to know about the **Enterprise Facilitation Hub Offerings**.



Motivated by this, she visited the **Hub**, where she underwent:

- Business registration**
- Psychometric assessment**
- One-on-one counseling sessions**

Recognizing her potential, she was **connected to Rang De**, through which she secured a **business loan**. This financial support enabled her to **purchase goods in bulk** and scale up her business operations.

### Impact and Future Aspirations

Today, **Sangeeta Devi is a trusted entrepreneur in Atiyatu village**, fulfilling the villagers' essential needs. Her dedication and service have earned her the affectionate title "**Doctorni Didi**."

With a growing business, she aspires to:

- Expand her product range further**
- Set up a dedicated medical and cosmetic store**
- Continue serving her community with essential healthcare and lifestyle products**

Sangeeta's journey from a **struggling student to a successful entrepreneur** showcases the power of **resilience, education, and community support**. She stands as **an inspiration for aspiring rural women entrepreneurs**, proving that with **determination and the right support, success is achievable**.

## From a Gumti to a Grooming Studio: Sanjay's Journey of Skill, Support, and Self-Reliance

Sanjay Kumar Sharma, a resident of Sukarigarha Panchayat and a class 10 pass-out, grew up watching his father offer haircutting services door to door. Limited by economic hardships, Sanjay couldn't envision a promising future, but his interest in the hair-cutting trade quietly grew. After completing his studies, he started working from a small *gumti* (kiosk), offering basic grooming services. However, he lacked professional training and struggled to match the quality and expectations of modern-day customers.

Things began to change when he met **Sarthi Didi from TRI**, who introduced him to the **Enterprise Facilitation Hub**. Through counseling by the **Hub Team**, Sanjay was guided to enroll in a **Men's Beauty Parlor Training** at **RSETI Ramgarh**, tailored to his interest and goals.

Armed with new skills and confidence post-training, Sanjay aspired to open a better salon. He applied for a bank loan with RSETI's help, but after two months of waiting without a response, his enthusiasm began to fade. Not losing hope, he turned again to the **Hub**, which supported him in filing a loan with **Rangde Foundation**. To his surprise, the loan of ₹1,00,000 was approved within a day.

Today, Sanjay owns a new, upgraded shop where he offers professional grooming services. With a monthly income of ₹10,000–12,000, he is not only supporting his family but also planning to expand his services in the future to meet changing demands.

**Sanjay's journey is a testament to how timely training, guidance, and financial support can transform aspirations into sustainable livelihoods.**



## Sanju Kumari's Path to Entrepreneurship

Sanju Kumari, a resident of Jamsingh village of Dulmi, Ramgarh, Jharkhand, completed her studies up to the 12th grade before getting married. Her husband is a tailor, and Sanju is a homemaker with a 5-year-old daughter. Although she dreamed of doing something meaningful with her life, her responsibilities at home and caring for her young child made it difficult



for her to work outside. This left Sanju feeling concerned and limited.



One day, Sanju attended a government outreach event, "Aapki Sarkar Aapke Dwar," in her panchayat, where she met the Enterprise Facilitation Hub team at their information desk. There, Sanju learned about various training programs, including a beauty parlor course. She realized that with this training, she could start her own beauty parlor business from home.

Through Enterprise Facilitation Hub, Sanju enrolled in a 30-day beauty parlor training program at RUDSETI, Silli. After completing the course, she confidently launched her own beauty parlor. Today, Sanju is thrilled to have started her business and is eager to expand her work, hoping to increase her monthly income and secure a better future for her family.



**Some of The Launched Enterprises Photographs**



**International Women's Day Celebration at our Hubs**



**Peer Group Meeting of Entrepreneurs**



**Centralized Workshop of Hub-Coordiators from Ramgarh and Barwani**



**Hub-Level Counselling Sessions**



Mobilisation



Completion of Skill Dev Course by women participants at Sendhwa

Mobilisation



**SECTION – C: To be filled by Assessors for facilitating assessment with respect to the entry made by Social Enterprise at Section A and B**

**13. Analysis of Solution Implementation Plan (SIP)<sup>@</sup> and Key Performance Indicators<sup>@</sup>**

*<sup>@</sup>This is applicable only for first year Social Impact Assessments*

**13.1 Solution Implementation Plan**

Comment on the alignment of SIP with the Guiding Framework on Logic Model and alignment of plan preparation with the format\* placed therein? Do the included KPI metrics address reach, depth and inclusion parameters\*\* in objectively verifiable terms?  
If not objectively verifiable, please suggest modification.

*\*Annex-1 of Guiding framework on logic model (Section III(I)) of USIAF*

*\*\*Annex-2 of Guiding framework on logic model (Section III(I)) of USIAF*

**13.2 Key performance indicator for reporting**

Comment on the appropriateness of Key Performance Indicators (KPI) on outcome, output, activities and input placed in SIP in achieving impact? Is there any modification required to make these indicators more objectively verifiable? Are the means of verification of KPIs clear and sufficient?

**14. Previous Social Impact Assessments, if any<sup>@</sup>**

*<sup>@</sup> Not applicable in first year Social Impact Assessment of the project*

14.1	<p>Include a short outline on how the issues raised and recommendations for action in the previous Social Impact Assessment have been followed through. *</p> <p>As the fund for the program was raised in March 2024, there was no programmatic implementation or fund utilization during the previous financial year 2023–24. Consequently, no social impact was generated in that period, and no specific issues or recommendations were raised in the prior Social Impact Assessment report. The financial year 2024–25 marks the first cycle of implementation post-fundraising. Hence, all observations, impact insights, and recommendations stated in this report are based solely on the current year's activities.</p>
14.2	<p>Has the target segment changed in the previous year? If so, why?</p> <p>There has been no change in the target segment in the previous year. The program continues to focus on rural youth, with a special emphasis on women, marginalized groups, and Indigenous communities in underserved districts. The strategic alignment with the original objectives and the consistency in the target demographic have allowed for focused interventions and sustained impact delivery.</p>

## 15. Report on Performance

### Performance on outcome

15.1.1	<p>A narrative report on the degree to which the program/ project is living up to its stated objectives</p> <p>The Transforming Rural India Foundation’s (TRIF) program titled “Catalyzing Place-Based Economic Opportunities for Rural Youth” is making steady and measurable progress toward its stated objectives of empowering rural youth—particularly women and marginalized groups—through entrepreneurship, employability training, and systemic ecosystem development in the districts of Ramgarh (Jharkhand) and Barwani (Madhya Pradesh).</p> <p><b>Alignment with Strategic Objectives</b> The program is designed around three strategic pillars:</p> <ul style="list-style-type: none"><li>• Strengthening the local entrepreneurship and employability ecosystem.</li><li>• Developing customized livelihood pathways tailored to district-level potential.</li><li>• Operationalizing MERA Bharat (Youth) Hubs as support centers for entrepreneurial and employment services.</li></ul> <p>These pillars directly address the program’s alignment with SDG 5 (Gender Equality), SDG 8 (Decent Work and Economic Growth), and SDG 10 (Reduced Inequality). Additionally, the program complements national schemes like NRLM, RSETI, DDU-GKY, and SVEP by bridging implementation gaps through convergence and collaboration.</p> <p><b>Performance Against Key Indicators</b> By March 2025, the program achieved:</p> <ul style="list-style-type: none"><li>• Mobilization: 4,811 youth and women registered (96.2% of target)</li><li>• Capacity Building: 1,406 trained (70.3%)</li><li>• Enterprises Supported: 538 started or grown (53.8%)</li><li>• Credit Linkages: 282 facilitated (40.3%)</li></ul> <p>These figures reflect notable progress, especially in outreach and training, despite the complex rural landscape and sociocultural barriers. The deployment of digital tools like the MForm system and Excel-based tracking ensured accurate monitoring and verifiability of KPIs.</p> <p><b>Impact and Learnings</b> The program has demonstrated early impact in fostering entrepreneurial aspiration and ecosystem development:</p> <ul style="list-style-type: none"><li>• 8 Youth Hubs are fully functional.</li><li>• 10 mentors deployed and trained.</li><li>• Over 60 context-specific business ideas documented across two “Business Idea Banks”.</li><li>• ₹72 lakh in credit linkages facilitated via NBFC partnerships.</li></ul> <p>Qualitative feedback from stakeholders reveals appreciation for the mentoring support and training, although they also voiced a desire for more localized content, interactive methods, and post-training follow-up.</p>
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	<p><b>Challenges and Gaps</b>  Despite progress, some challenges have affected the pace and scale of achievements:</p> <ul style="list-style-type: none"> <li>• Credit linkage shortfalls due to documentation issues, collateral limitations, and mistrust in formal financial systems.</li> <li>• Training dropouts resulting from delays, lack of certified trainers, and scheduling mismatches.</li> <li>• Gender barriers such as parental resistance to women migrating for employment.</li> <li>• High expectations leading to demotivation when career success was not immediate.</li> </ul> <p>These issues have been partially mitigated through increased community engagement, tailored counselling, strategic partnerships, and adaptive program delivery.</p> <p><b>Sustainability and Future Readiness</b>  The project is embedded in local governance and SHG structures, ensuring continuity beyond the funding cycle. Ongoing partnerships with NRLM arms (JSLPS, MPSRLM), SHG federations, and NBFCs are fostering local ownership. The preparation of a phased withdrawal plan further supports long-term sustainability.</p> <p>Additionally, the upcoming SIA cycle is designed to deepen impact measurement through endline evaluation, household income tracking, and gender-disaggregated analysis. This will enhance adaptive programming and inform potential scale-up.</p> <p>The program is largely on track to meet its stated objectives. Its strong community-rooted approach, systemic convergence, and adaptive learning culture have enabled considerable progress in mobilizing youth and launching entrepreneurial ventures. While challenges persist, particularly in financial inclusion and skill delivery, the corrective measures undertaken—along with robust stakeholder engagement and knowledge management practices—indicate a mature and responsive implementation model.</p>
15.1.2	<p>Analysis and interpretation of the outputs</p> <p>The outputs of the program “Catalyzing Place-Based Economic Opportunities for Rural Youth” reflect substantial engagement and ground-level activity across the two implementation districts—Ramgarh and Barwani. The key output indicators tracked under the program provide insight into operational performance, stakeholder response, and systemic constraints encountered during implementation.</p> <p><b>1. Youth Mobilization (Target: 5,000   Achieved: 4,811 – 96.2%)</b></p> <ul style="list-style-type: none"> <li>• Interpretation: The near-complete achievement of the mobilization target demonstrates strong community outreach, credibility of field teams, and effectiveness of awareness campaigns. The use of the MForm tool helped in real-time registration and tracking, enhancing accountability and traceability.</li> <li>• Gap: The minor shortfall of 189 youth was attributed to seasonal migration, remoteness, and local staff availability.</li> <li>• Implication: While this shortfall is marginal, it points to the need for staggered mobilization strategies and contingency planning for migratory populations.</li> </ul> <p><b>2. Capacity Building (Target: 2,000   Achieved: 1,406 – 70.3%)</b></p> <ul style="list-style-type: none"> <li>• Interpretation: The training of over 1,400 youth signifies substantial capacity-building progress. Youth benefited from structured sessions, mentoring, and soft-skill development delivered via partnerships (e.g., RSETI, RUDSETI).</li> </ul>

- Gap: A shortfall of 594 participants highlights operational barriers such as dropout due to scheduling delays, unavailability of certified trainers, and limited local training infrastructure.
- Implication: These bottlenecks suggest a need for flexible, modular training formats, mobile training units, and localized trainers to improve uptake and retention.

### **3. Enterprises Supported (Target: 1,000 | Achieved: 538 – 53.8%)**

- Interpretation: Over half the intended target of rural enterprises was achieved, indicating effective handholding support, access to Business Idea Banks, and mentorship efforts. The existence of operational Youth Hubs supported this achievement.
- Gap: The 462 shortfall is notable. Contributing factors include credit aversion, poor financial literacy, risk perception, and market readiness concerns among youth.
- Implication: This reveals a systemic challenge in converting trained youth into entrepreneurs. Strengthening incubation support and offering business continuity assurance (like micro-insurance or community investment platforms) may increase conversion rates.

### **4. Credit Linkages (Target: 700 | Achieved: 282 – 40.3%)**

- Interpretation: The weakest output area is credit linkage, where only two-fifths of the target were met. This is despite NBFC partnerships facilitating ₹72 lakh worth of credit.
- Gap: Many youth lacked proper documentation, had poor credit scores, or faced procedural hurdles. Delays and rejections led to demotivation and exit from the credit-seeking process.
- Implication: Financial inclusion remains a significant structural challenge. The program may need to incorporate financial literacy modules, assist with documentation, and co-create simplified credit products with financial institutions.

#### *Cross-Cutting Observations*

- Gender Inclusion: While women-specific outreach occurred, cultural and family resistance in sending daughters for training or employment in urban areas reduced female participation in some clusters.
- Monitoring: The dual system of digital (MForm) and manual tracking (Excel) ensures robustness in data quality and enables better course correction through analytics.
- Stakeholder Convergence: Engagement with institutions like DIC, RSETI, and NBFCs enhanced the impact but needs more institutionalization to scale consistently.

The outputs achieved during FY 2024–25 reflect that the program has been largely successful in initiating youth engagement, training, and enterprise development, though it faces structural and behavioral barriers in areas like credit access and enterprise sustainability. The implementation team has responded adaptively by improving partnerships, mentoring, and documentation support, but further innovations are needed to unlock the full spectrum of output-level success.

15.1.3

### Analysis and interpretation of the outcomes

The outcomes of the program, when interpreted against its Theory of Change and Key Performance Indicators (KPIs), indicate moderate to strong alignment with its intended impact. The outcomes are rooted in three intermediate results: youth mobilization, capacity building, and entrepreneurial enablement. Below is an outcome-wise analysis:

#### **Outcome 1: Enhanced Awareness and Mobilization**

- **Achievement:** 4,811 youth mobilized against a target of 5,000 (96.2%).
- **Interpretation:** The strong mobilization rate demonstrates that the project's outreach strategy has worked effectively. The use of digital registration (MForm tool), door-to-door campaigns, and engagement with SHGs helped in accessing hard-to-reach youth, especially women.
- **Outcome Impact:** Increased awareness among rural youth about livelihood pathways, access to government schemes, and entrepreneurial possibilities.
- **Forward Outlook:** Sustaining engagement through personalized mentoring is key to converting awareness into action (e.g., enrollment, training, and entrepreneurship).

#### **Outcome 2: Strengthened Entrepreneurial Capacities**

- **Achievement:** 1,406 youth received training out of a 2,000 target (70.3%).
- **Interpretation:** A majority of youth received entrepreneurial training, but not the full cohort. Limited trainer availability, complex scheduling, and socio-cultural hesitations (e.g., for women) impeded progress.
- **Outcome Impact:** This outcome demonstrates a growing skill base among youth, especially in business planning and access to local markets. The initiative has begun bridging the capacity gap that previously hindered local entrepreneurship.
- **Forward Outlook:** Future cohorts may benefit from community-based trainers, gender-sensitive delivery, and more modular training formats that accommodate rural realities.

#### **Outcome 3: Creation and Support of Rural Enterprises**

- **Achievement:** 538 enterprises created/supported out of 1,000 target (53.8%).
- **Interpretation:** While the number is lower than expected, the enterprises that were launched represent a shift in economic behavior in areas where such self-employment was traditionally low. Many of these are first-generation entrepreneurs.
- **Outcome Impact:** The program has started to seed a micro-enterprise culture in rural geographies. Successful enterprises offer role models and stimulate peer learning in communities.
- **Challenges:** Low risk appetite, fear of loan repayment, inadequate financial literacy, and complex formal processes remain serious bottlenecks. Absence of local market exposure and mentorship slows down enterprise maturity.
- **Forward Outlook:** The ecosystem strengthening—via Youth Hubs, District Enterprise Coalitions, and Business Idea Banks—can serve as a foundation for long-term micro-enterprise sustainability.

	<p><b>Outcome 4: Improved Access to Financial Services</b></p> <ul style="list-style-type: none"> <li>• <b>Achievement:</b> 282 credit linkages facilitated out of 700 target (40.3%).</li> <li>• <b>Interpretation:</b> This is the weakest-performing outcome area. Despite facilitation through NBFCs and over ₹72 lakh in disbursed credit, many youth could not access funds due to lack of documentation, CIBIL issues, and poor awareness.</li> <li>• <b>Outcome Impact:</b> The initiative has made financial access a visible conversation in rural entrepreneurship, even if the outcomes are yet to fully manifest.</li> <li>• <b>Forward Outlook:</b> Continued financial literacy drives, simplified documentation support, and partnerships with microfinance institutions could enhance this indicator substantially.</li> </ul> <p><b>Cross-Cutting Outcome Themes</b></p> <ul style="list-style-type: none"> <li>• <b>Inclusivity:</b> The program successfully included youth from marginalized and Indigenous groups. However, gender-based barriers still limited participation from young women in urban-linked opportunities.</li> <li>• <b>Digital Integration:</b> The use of digital tools (MForm, dashboards) allowed outcome monitoring and supported rapid iteration in strategy.</li> <li>• <b>Community Ownership:</b> Village Organizations and SHG federations began to internalize and promote entrepreneurship goals, suggesting early stages of behavioral change at the community level.</li> </ul> <p>The program is partially to substantially achieving its intended outcomes, with strong results in youth mobilization and skills development, emerging success in enterprise creation, and limited but promising results in credit access. The outcomes reveal positive behavioral and systemic shifts, but also expose the structural limitations of rural entrepreneurship—such as financing, risk aversion, and institutional bottlenecks—which require multi-stakeholder collaboration and long-term engagement.</p>
15.1.4	<p>Interpreting and explaining the impact</p> <p>The “Catalyzing Place-Based Economic Opportunities for Rural Youth” program implemented by the Transforming Rural India Foundation has demonstrated significant and measurable impact during the financial year 2024–25. The program successfully mobilized 4,811 youth (96.2% of its target), providing them with exposure to entrepreneurial and employment opportunities in rural areas traditionally characterized by high unemployment and distress migration. Through structured training programs, 1,406 youth received capacity-building support, equipping them with the skills needed to pursue self-employment or wage-based work. Furthermore, 538 micro-enterprises were launched or supported, indicating a visible shift in rural economic participation, particularly among marginalized and first-generation entrepreneurs. Although credit access remained a challenge—only 282 out of the targeted 700 youth were successfully linked to financial institutions—the facilitation of over ₹72 lakh in credit through NBFC partnerships marks progress in financial inclusion efforts.</p> <p>Beyond individual achievements, the program has also contributed to systemic transformation. Eight Youth Hubs, district-level coalitions, and collaboration with SHG federations and skilling institutions have laid a foundation for a sustainable local entrepreneurship ecosystem. Digital tools such as the MForm system enabled real-time tracking and adaptive program management. The program also influenced social behavior, fostering greater awareness of livelihood schemes and entrepreneurship while initiating</p>

	<p>early signs of reduced migration. Despite challenges like gender-based constraints, training dropouts, and financial mistrust, the program's design and community-based approach have enabled it to respond effectively. In summary, the project has begun to unlock rural potential by aligning youth aspirations with place-based economic opportunities, thereby catalyzing inclusive and resilient local development.</p>
<p>15.1.5</p>	<p>Gaps and challenges identified</p> <p>The implementation of the “Catalyzing Place-Based Economic Opportunities for Rural Youth” program surfaced several critical gaps and challenges that have impacted the pace and effectiveness of its delivery. While progress has been commendable, the following limitations were observed:</p> <ul style="list-style-type: none"> <li>➤ <b>Credit Access and Financial Inclusion:</b> <p>A major shortfall was observed in achieving the credit linkage target (282 achieved out of 700). Youth and women entrepreneurs faced barriers such as lack of valid documentation, poor credit histories, low financial literacy, and complex application procedures. Repeated loan rejections also led to demotivation and a growing mistrust toward formal financial institutions.</p> </li> <li>➤ <b>Training Dropouts and Logistics Constraints</b> <p>Out of the 2,000 targeted youth for capacity building, only 1,406 (70.3%) were trained. Dropouts were due to inconsistent scheduling, delays in sessions, and the limited availability of certified trainers. In some regions, long travel distances and lack of accessible training centers also discouraged participation.</p> </li> <li>➤ <b>Socio-Cultural Resistance, Especially for Women</b> <p>Despite efforts to create inclusive platforms, parental resistance—particularly in sending daughters to urban centers for training or work—limited female participation. Gender norms and safety concerns continue to restrict women's full engagement in entrepreneurial pathways.</p> </li> <li>➤ <b>Mismatch Between Aspirations and Outcomes</b> <p>Many youth entered the program with expectations of quick income or job placement. When these were not immediately met, frustration led to disengagement. This expectation-reality mismatch highlights the need for stronger counseling and realistic goal-setting.</p> </li> <li>➤ <b>Limited Employment and Market Opportunities</b> <p>In some blocks, a lack of local industry or active markets limited post-training placement or enterprise viability. The absence of visible success stories or role models within the community also reduced confidence in entrepreneurship as a viable path.</p> </li> <li>➤ <b>Technology and Digital Literacy Gaps</b> <p>While digital tools like the MForm improved tracking, limited digital skills among some youth, particularly in remote areas, affected their ability to access online resources, apply for schemes, or engage in digital entrepreneurship opportunities.</p> </li> </ul>

	<p>Addressing these challenges requires strategic focus on localized training delivery, enhanced financial literacy and documentation support, deeper community engagement (especially with parents and women), and aligning aspirations with ground realities through tailored counseling. A continued push for ecosystem strengthening—backed by strong digital and human infrastructure—will be essential for overcoming these barriers in the next implementation phase.</p>
<p><i>*This should be with reference to the baseline and KPI narratives kept in FFRD and SIP, and the information provided in <b>Section B in relation to the identified KPIs</b></i></p> <p><i>* This will include any appropriate calculations and interpretations. The report on project objectives should consider the social, environmental, cultural and economic dimensions of performance and impact as appropriate.</i></p> <p><i>*Refer Unified Social Impact Assessment Framework for this exercise</i></p>	

### Stakeholder feedback

How has the Social Enterprise taken into consideration stakeholder feedback in this reporting period?

*\*The report shall include the details of stakeholders consulted and how the organization has used their feedback in program implementation.*

During the reporting period (FY 2024–25), the Transforming Rural India Foundation (TRIF) has actively incorporated stakeholder feedback as a core element of program refinement and implementation. Feedback was systematically collected through various channels, including telephonic surveys, focus group discussions, training evaluations, and consultations with mentors, SHG leaders, community influencers, and partner institutions such as RSETI, NBFCs, and local government bodies.

Key feedback from youth participants highlighted the need for more follow-up mentoring, practical skill-building sessions, and locally relevant business case studies. In response, TRIF enhanced post-training engagement through structured mentorship support, increased the frequency of check-ins by trained counselors, and incorporated region-specific business examples into training modules.

Trainers and facilitators suggested incorporating more interactive content to improve learner retention, leading to the redesign of several training components with increased use of participatory methods. Parents and community leaders expressed concerns about the safety and career prospects of daughters pursuing non-traditional employment pathways. To address this, the program intensified gender-sensitive counseling, involved parents in orientation sessions, and promoted success stories of local female entrepreneurs to build trust and support.

Partner institutions emphasized the need for stronger post-training tracking and employment facilitation. In response, TRIF strengthened partnerships with placement agencies and financial institutions, and improved its monitoring systems to ensure continuity in youth journeys. This feedback loop approach has not only enhanced the quality and relevance of the program but also increased community ownership and stakeholder alignment with the initiative’s long-term goals.

### 15.1.1 Contribution

Comment on the trend in the mobilization of voluntary community support/contribution or the stake developed by the community/ entity that have contributed to, or will contribute in the future to the accomplishment of these goals and sustainability of the project. How can this be improved further?

*\*Refer to the details provided under at **point 5.5 of Section-B** for answering these points.*

The trend in mobilization of voluntary community support under the “Catalyzing Place-Based Economic Opportunities for Rural Youth” program reflects a promising and growing level of community ownership. The program strategically engaged Self-Help Groups (SHGs), Village Organizations (VOs), local entrepreneurs, and community leaders to create a strong grassroots base. Community-led structures, such as SHG federations under NRLM, played a critical role in mobilizing youth, facilitating outreach in remote villages, and hosting orientation and counseling sessions at the village level.

Notably, in 74 villages, VOs have been actively involved in linking women and youth to livelihood opportunities, demonstrating an evolving sense of local accountability. Voluntary contributions have also been visible in the form of space and logistical support for Youth Hubs, community mobilizers volunteering time, and feedback inputs to co-develop Business Idea Banks tailored to local economic contexts. These community engagements are a vital foundation for sustaining the program beyond the funding cycle.

However, the current level of voluntary participation—while encouraging—remains largely informal and limited to project-aligned villages. To deepen this contribution, the program could formalize community engagement through the introduction of Community Stewardship Committees, provide recognition for local champions, and create incentive-based models (such as micro-grants for community-led initiatives). Building capacities of SHG leaders, strengthening peer-led mentorship, and integrating local fund mobilization strategies could further enhance long-term sustainability.

In summary, the program has successfully initiated a culture of shared responsibility and support, but there is significant potential to institutionalize and scale this community ownership across all intervention geographies.

### 15.1.2 Knowledge management and advocacy

Comment on how best the organization is doing to create a sharper narrative through Social Impact Assessment to the Sector's advantage.

*\*Refer to the details provided under at **point 9 of Section-B** for answering these points.*

The Transforming Rural India Foundation (TRIF) is effectively leveraging the Social Impact Assessment (SIA) framework to build a data-driven, evidence-backed narrative that not only informs internal strategy but also contributes meaningfully to the broader social sector. Through the integration of digital tools such as the MForm system and dedicated project MIS, the organization is able to track youth journeys in real-time—covering mobilization, training, enterprise support, and credit linkages. This robust system enables aggregation and analysis of individual-level outcomes, which are then distilled into actionable insights.

TRIF has aligned its Solution Implementation Plan with the Logic Model and Unified Social Impact Assessment Framework (USIAF), ensuring clarity on inputs, outputs, outcomes, and impact. The program's SIA reports go beyond compliance—they document behavioral change, systemic shifts, and community feedback. For instance, narratives around women entrepreneurs overcoming social barriers, youth securing credit through newly established NBFC linkages, and grassroots mentoring models are being systematically captured and codified into knowledge products.

The organization also uses the findings of its assessments to inform partnerships, scale what works, and advocate for ecosystem-level interventions. Its emphasis on district-specific Business Idea Banks, decentralized Youth Hubs, and community-based mentoring frameworks positions TRIF as a thought leader in place-based rural development.

To sharpen its narrative even further, TRIF could invest in publishing thematic impact briefs, developing sector learning reports, and actively participating in forums for knowledge exchange. By transforming field data into stories of systemic transformation and policy influence, TRIF is setting a valuable example for how SIA can drive both accountability and innovation across the sector.

### 15.1.3 Write key measures taken for sustainability of the project. Comment on the adequateness of these measures. Cite further needful measures, if any?

*\*Reference may be drawn from the comments given at **point 8 and sub-points under 14***

*\*Towards the end year of the project, take reference of withdrawal plan prepared by the project for making exit.*

The “Catalyzing Place-Based Economic Opportunities for Rural Youth” program has embedded several strategic measures to ensure its long-term sustainability beyond the project's active implementation period. These measures demonstrate a clear intent to institutionalize outcomes, build local capacities, and transition from program dependency to community-led continuity.

### **Key Measures Taken:**

#### **1. Integration with Existing Institutions:**

- The program is closely aligned with national and state-level schemes such as NRLM, RSETI, DDU-GKY, and SVEP.
- SHG federations (under JSLPS and MPSRLM) and local Community-Based Organizations (CBOs) are actively engaged to host, support, and eventually lead Youth Hubs and enterprise initiatives.

#### **2. Establishment of Community Infrastructure:**

- Eight Youth Hubs have been established to function as long-term resource centers for entrepreneurship support, career guidance, and access to government schemes.
- These hubs are managed by trained local mobilizers (Sarathis), ensuring continued community ownership.

#### **3. Local Capacity Building and Mentorship:**

- Ten local mentors have been trained and deployed to guide youth through enterprise development.
- Peer support mechanisms and mentoring networks are in place to encourage sustainability through local champions.

#### **4. Financial Sustainability via SHG Contributions:**

- SHG federations are beginning to allocate internal resources (e.g., revolving funds) to sustain youth-led enterprises and maintain Youth Hub operations.

#### **5. Digital Monitoring and Knowledge Management:**

- Real-time tracking systems (MForm) and a centralized knowledge repository have been created to inform adaptive programming and future scaling.

### **Adequacy of These Measures:**

These sustainability strategies are robust and appropriately layered—addressing institutional, financial, community, and technological dimensions. By embedding the program within existing rural structures and empowering local actors, the program reduces its dependency on external funding and top-down delivery models.

However, there are opportunities for further strengthening, such as:

- Formalizing exit or transition plans for the Youth Hubs, detailing how SHG federations will take over responsibilities fully.
- Developing local fundraising mechanisms, including partnerships with district industries or CSR contributors to fund hub operations or enterprise incubation.

- Enhancing local governance capacity, by creating Community Stewardship Committees to oversee entrepreneurship pipelines, resolve conflicts, and ensure accountability.
- Establishing micro-insurance or risk-sharing models to build the financial resilience of new entrepreneurs.

TRIF's sustainability strategy is well-conceived, community-rooted, and institutionally aligned. With a few additional mechanisms to ensure financial autonomy and governance continuity, the model holds strong promise for long-term impact and replicability.

## 16. Issues for Achievements

16.1 The Social Impact Assessment will have revealed several issues that have to be tackled as well as achievements to celebrate. Write the key achievements of the program. Also comment on identified risks and mitigation measures adopted/ to be adopted to address this and any unintended negative outcome reported and measures adopted/ to be adopted to address this.

*\* Internal risks are organizational and HR capacity issues and external risks are conditions such as unfavorable changes in market and/or policy framework conditions.*

The program has made commendable progress toward catalyzing economic opportunities for rural youth in Ramgarh (Jharkhand) and Barwani (Madhya Pradesh). Key achievements include the mobilization of 4,811 youth (96.2% of the target), training of 1,406 individuals (70.3%), and support to 538 enterprises (53.8%) through structured mentorship, business development services, and credit facilitation. Additionally, ₹72 lakhs in credit linkages were facilitated for 282 entrepreneurs, and 220 MERA Bharat Hubs were established to act as one-stop resource centers for youth. However, the assessment revealed challenges such as training dropouts due to scheduling delays and a lack of certified trainers, as well as social barriers like parental resistance to women working in urban areas. Many youths were also disheartened by the lack of immediate career success, and repeated loan rejections eroded trust in financial institutions. These issues were addressed through targeted measures such as pre-training counseling, collaboration with RSETI/RUDSETI to align training with market demands, flexible credit schemes via NBFCs, and continuous mentorship. Furthermore, efforts like establishing feedback loops with stakeholders and leveraging digital tools (e.g., M Form tool) are being strengthened to ensure data-driven decision-making and deeper beneficiary engagement, thereby mitigating risks of dropout, disillusionment, and systemic exclusion.

16.2 Has there been any material (significant) change in the organization's Implementation model in the last one year? Suggest material changes required in future, if any.

*\*Material changes means any pertinent change including organizational changes that significantly affect the decision of the stakeholders and also affect the way of carrying out of the project/ program.*

There has been no material or significant change in the organization's implementation model over the last one year. The Transforming Rural India Foundation (TRIF) continues to follow its structured approach, based on ecosystem strengthening, livelihood pathway development, and the operation

of digitally enabled MERA Bharat Hubs. The existing model remains effective in mobilizing rural youth, facilitating capacity building, and supporting entrepreneurship through credit linkages and mentorship. However, for future enhancement, it is suggested that the organization consider incorporating stronger baseline demographic profiling, enhancing curriculum adaptability to reflect local economic shifts, and building a robust digital engagement platform to ensure sustained post-program support and stakeholder feedback integration.

16.3 Outline the steps and actions required to effectively implement the program, It includes Revised Action Plan; Resources; Stakeholder engagement; Timeline; Training and Capacity building; Monitoring and Evaluation.

Steps and Actions for Effective Implementation

### 1. Revised Action Plan

- **Update livelihood pathways** based on evolving local economic conditions and youth aspirations.
- **Prioritize digital inclusion** through expanded use of MERA Bharat Hubs to serve as centralized access points for services.
- **Integrate feedback mechanisms** to refine interventions, especially in entrepreneurship mentoring and credit facilitation.
- **Focus on retention strategies** to address training dropouts and increase completion rates.

### 2. Resources

- **Human Resources:** Strengthen field teams with additional certified trainers, community counselors, and technical mentors.
- **Financial Resources:** Secure flexible credit support mechanisms through expanded NBFC partnerships and CSR tie-ups.
- **Technological Resources:** Scale digital infrastructure (e.g., M Form Tool, mobile applications) for real-time tracking and feedback.
- **Infrastructure:** Ensure functional, well-equipped MERA Bharat Hubs at each district/block level.

### 3. Stakeholder Engagement

- **Community Engagement:** Deepen engagement through Village Organizations (VOs), SHGs, and Panchayat networks.
- **Institutional Collaboration:** Strengthen ties with RSETI/RUDESETI, government line departments, financial institutions, and local enterprises.
- **Parental and Youth Counseling:** Conduct regular awareness sessions to address socio-cultural barriers, particularly for women.
- **Feedback Loop:** Create participatory platforms for ongoing stakeholder feedback (beneficiaries, trainers, partners).

### 4. Timeline

- **Quarter 1:** Refresh baseline survey, update curriculum, re-orient field staff, launch awareness drives.
- **Quarter 2:** Roll out revised training modules, initiate mentoring support, launch youth cohorts.
- **Quarter 3:** Monitor implementation progress, organize district-level coalition meetings, refine enterprise support.
- **Quarter 4:** Consolidate outcomes, assess impact, and document learnings for next cycle.

## 5. Training and Capacity Building

- **Trainer Pool Expansion:** Recruit and certify more local trainers to avoid scheduling delays.
- **Curriculum Updates:** Tailor content to align with sectoral growth areas (e.g., green energy, digital services).
- **Mentor Development:** Regularly train mentors on business development, credit literacy, and digital facilitation.
- **Youth Orientation:** Conduct sessions to manage expectations and mentally prepare youth for entrepreneurship journey.

## 6. Monitoring and Evaluation (M&E)

- **Real-time Tracking:** Continue use of M Form Tool for digitized monitoring of mobilization, training, and enterprise outcomes.
- **Independent Audits:** Periodic third-party evaluations to validate data and assess impact.
- **KPI Dashboard:** Maintain a live dashboard of KPIs such as mobilization rate, training completion, enterprise creation, and credit linkages.
- **Impact Surveys:** Conduct mid-year and end-of-year surveys to gather qualitative feedback and adjust strategy.

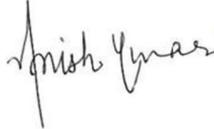
**SECTION – D Confirmation by Social Enterprise**

I, Anish Kumar on behalf of Transforming Rural India Foundation, confirm that the social impact assessment process was carried out as per the terms of reference of the engagement and the draft report was shared with us and our responses heard. The minutes of the Social Impact Assessment Meetings capture our responses and the points for action. These minutes are maintained in our records. Feedback as appropriate will be incorporated for review in the next social impact assessment cycle.

Remarks, (if any):

Authorised Representative of Transforming Rural India Foundation Name:

Anish Kumar



Signed:

Date: 27/06/2025

Place: New Delhi

Seal of the Social Enterprise

