



Launched in January, 2018

BUSINESS PRINCIPLES



EMPOWER:
Impoverished nursery workers



CREATE:
Plant-based air purification technologies



SOLVE:
The problem of rising air pollution

BUSINESS ACHIEVEMENTS

Quarter 1

- E-commerce listing of **24 Nurseries** on **utthaan.in**
- Digitalized Utthaan nurseries by **QR codes** installation

Quarter 2

- Collaboration with DMRC for vertical gardens on 4 metro pillars
- Completed a successful Pilot of **Green House Technology** at ICAR PUSA

Quarter 3

- Developed a novel Bio Air-purifier and sold **37** units in just 4 months
- Launched an innovative **Green Car** PR campaign in collaboration with EDMC

Quarter 4 (During COVID)

- Official nursery partners** of 4 National Paramilitary Forces in India
- Secured permanent collaboration with NGO-Indian Nurserymen Association for **sustainability**



48500

Lives Impacted Indirectly



Scan to visit www.utthaan.in



1300

Lives Impacted Directly



68.7
lakhs

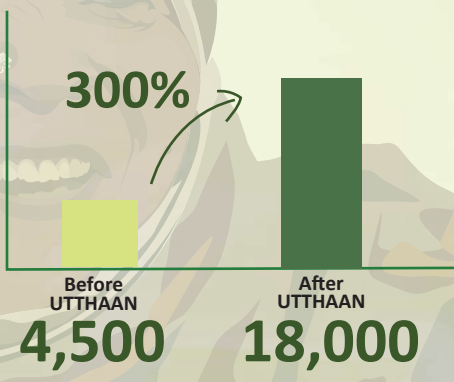
Revenue Generated



128

Collaborations Secured

ENTREPRENEURS' INCOME (in Rs)



"Utthaan gave me my first job by training me to handle our website~ utthaan.in. I can proudly help my father provide for the family."
-Mr. Mukesh, Bihar Entrepreneur, son of Utthaan's head entrepreneur

2018-2019 PROGRESS 2019-2020

PEOPLE

8	Nursery Workers Empowered	141	10000
1	Women Empowered	47	27.6 Lakhs
32	Advanced Training	251	8
52	Improved Education	1300	41

PROSPERITY

15000	Income Increase	29600	Sq.ft
42.9	Cash Revenue	1100	kg
141	Jobs Secured	0	
107	Customers With Clean Air	45	tonnes

PLANET

44000	Greenery Increased	4200	kg
5000	Bio Fertilizer Produced	123	tonnes

CASH FLOW (2019-2020)

Vertical Gardens	12,86,000
Landscaping	22,00,000
Air purifiers	1,85,000
Plants and Planters	6,19,000
Cash Rewards	32,000
Total	Rs.43,22,000



Launched in August, 2019

BUSINESS PRINCIPLES



EMPOWER:
Mental Illness Sufferers and Psychologists



CREATE:
Mental Health Curriculum and Experiential Workshops



SOLVE:
90% Mental Health Treatment Gap

PRESENCE IN

15 COUNTRIES 13 STATES



"Ruhani has helped our students to share their feelings with each other in peer circles. I am happy to see that my students are learning empathy and kindness, outside of their textbooks"

-Mrs. Anju, Principal, EDMC School Balbir Nagar

PROGRESS (2019-2020)

PEOPLE

162



Psychologists Empowered

9



Entrepreneurs Created

7900



Improved Health

112



Improved Food Access

PROSPERITY

8.55 lakhs



Entrepreneurs Income

14



Jobs Created

10285



Access To Information

5000



Improved Education

PLANET

17 kg



Cigarette Waste Recycled

220 kg



Paper Recycled

27 kg



Plastic Recycled

135 kg



Kitchen Waste Recycled

BUSINESS ACHIEVEMENTS

Quarter 1

- Executed **School Wellness Program** in 3 schools with **Delhi Government** and **Private Schools**
- Launched **Experiential Workshops**

Quarter 2

- Executed **Mental Health Literacy Campaigns** in Zamrudpur Village
- **Employed** 5 domestic abuse survivors as cleanliness staff in schools

Quarter 3

- **Signed Letters** of Intent with **14 Schools** for our School Wellness Program
- Received **Bharat Petroleum Corporation Limited** Grant of Rs 75,000

Quarter 4 (During COVID)

- Partnered with **6 schools** for Online Wellness Program
- Conducted **94** Experiential Workshops
- Partnered with **COVID Response Helpline** to provide crisis counselling
- Awarded the **UnLtd India Incubation Grant**

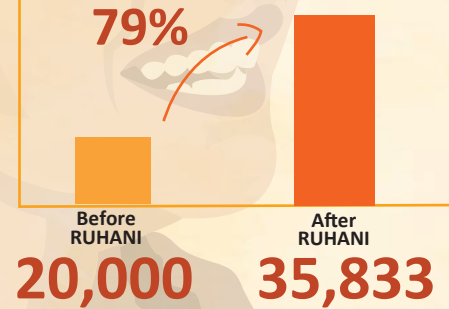
37000
Lives Impacted Indirectly

18600
Lives Impacted Directly

10.35 lakhs
Revenue Generated

21
Collaborations Secured

ENTREPRENEURS' INCOME (in Rs)



CASH FLOW (2019-2020)

Revenue from School Wellness Program	6,00,000
Revenue from Experiential Workshops	4,35,000
Grants Received	1,14,000
Total	Rs.11,49,000