



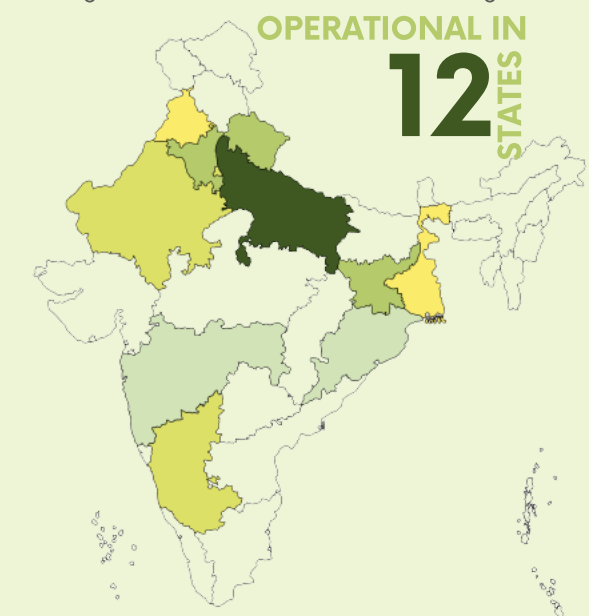
BUSINESS PRINCIPLES

YEAR HIGHLIGHTS

**EMPOWER**  
Impoverished nursery and migrant workers by giving them horticultural training

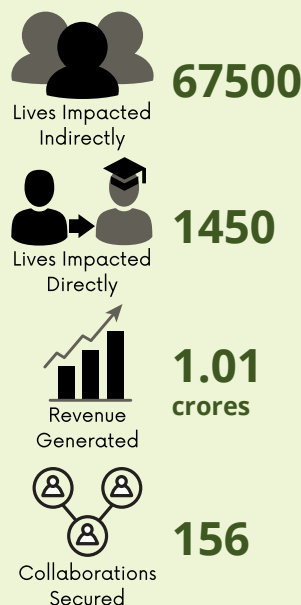
**CREATE**  
Unique competitive advantages in the nursery market

**SOLVE**  
The problem of rising air pollution by promoting plant-based air-purification technologies

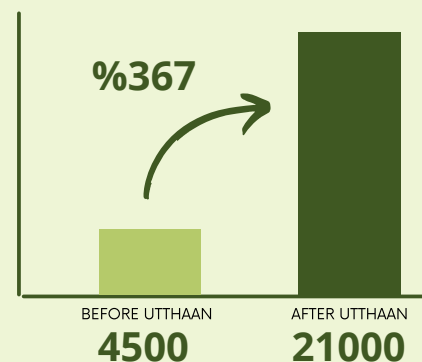


"Utthaan gave me my first job by training me to handle our website ~ utthaan.in. I can proudly help my father provide for the family."  
- Mr. Mukesh, Bihar Entrepreneur, son of Utthaan's head entrepreneur

- Established **Utthaan School of Upskilling** to train impoverished migrant workers in basic horticultural practices & vertical gardening
- Employed 10 underprivileged workers** in collaboration with the Navjyoti foundation
- Listed **120+ nurseries** on utthaan.in, and **partnered with 16 nursery communities** to digitize their business completely
- E-commerce listing of sustainable coconut shell products by Thenga on utthaan.in
- Secured a collaboration with Ecofynd and successfully delivered an order of 4500 plants
- Collaborated with **3 international Enactus teams** to conduct a week-long global event on environmental sustainability
- Utthaan is now **sustainable**, with the entrepreneurs handling the website and Utthaan School of Upskilling being carried forth by the Indian Nurserymen Association



ENTREPRENEUR INCOME



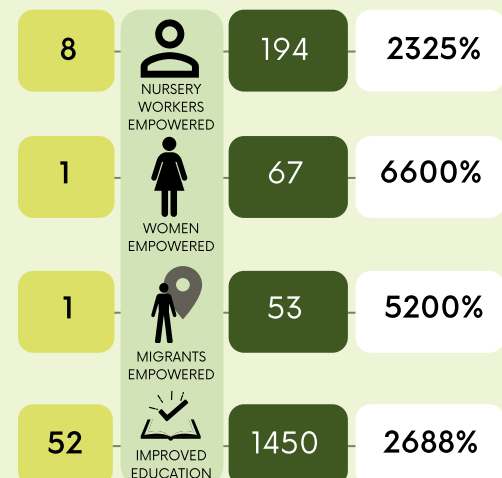
2018-2019

PROGRESS

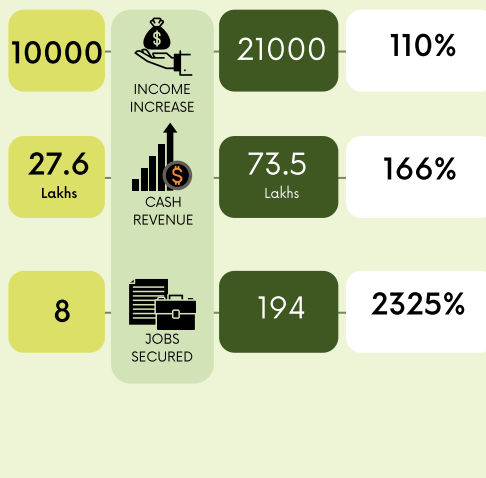
2020-2021

%↑ INCREASE

PEOPLE



PROSPERITY



PLANET

