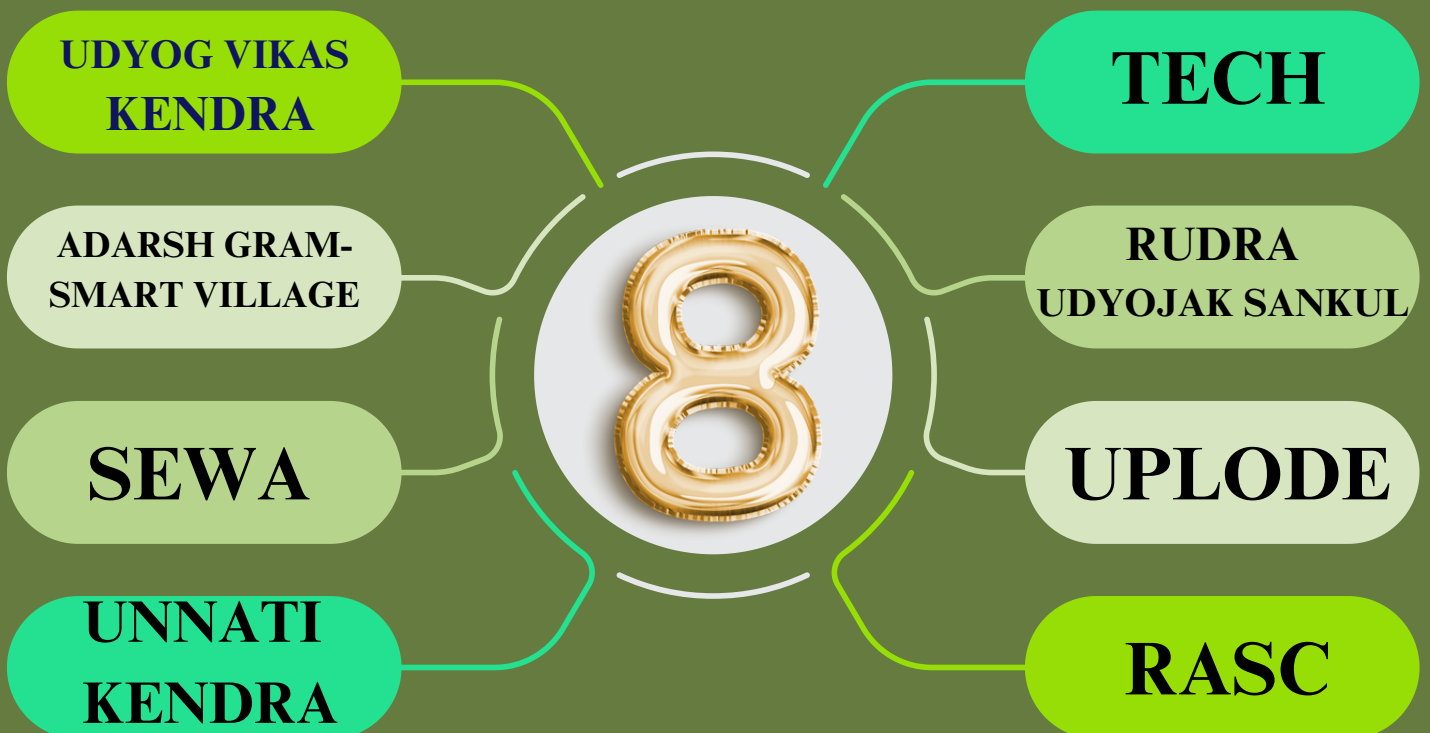




# RAJESH KAITHWAS FOUNDATION



# UDYOG VIKAS KENDRA

## Taluka Training Centre



**Awareness Session**



**Project Selection**



**Training & Development**



**Batch Formation**



**End to End Support**



**Business Development**





# UDYOG VIKAS KENDRA

## Taluka Training Centre

As the name suggests these are centers setup by Rajesh Kaithwas Foundation and trainings are organized after an awareness session in which we explain the 46 industry projects in different segments and the business potential in domestic & international markets. Once the candidate selects a course, their batch is formed according their choice aimed at skill set upgrades in that domain.

The training department in this center looks after the planning and operation of various training programs. These training programs are conducted with the objectives to empower the candidates by imparting necessary knowledge, information, various laws, skill enhancement and their duties and responsibilities and to make them more efficient for effective implementation of various businesses.

In addition topics related to positive thinking, soft skills and value education are also included in trainings. During training personal progress of trainees is focused so as to have positive impact on their work culture and enhance the efficiency of the formed company as a whole.

In this, candidates who have applied for the training are screened on the basis of merit and admitted based on the evaluation scores. The training includes information about their syllabus, format of the business, subject wise preparation for it, interview techniques etc. Subject matter experts' as well high ranking newly appointed officers' guide the students.

"End-to-end support in business formation" means a service that assists a candidate through every step of the process of starting a business, from the initial idea and planning stages to the legal registration, obtaining necessary licenses, setting up operational systems, and even potentially beyond to ongoing compliance and administrative support, product placement, sales strategy, order procurement, supply chain management, storage & logistics, transportation till the end consumer, essentially providing a complete package without requiring the candidate to seek separate services for different aspects of business setup.

In order to create awareness regarding various welfare schemes that are implemented by Government for overall development of rural people and to overcome the schemes related difficulties there must be a dialogue between the actual beneficiaries and the scheme implementing mechanism.

To set this dialogue and implement the schemes effectively rural youths and women need to inculcate the leadership qualities along with education and knowledge. In addition, the life skills such as rational thinking, thinking of welfare of others at the same time able to make decision for their own future should adopted by them. This can lead to a capable generation & UDYOG VIKAS which means development of business in Marathi language. In view of this broad perspective,

Rajesh Kaithwas Foundation organizes Leadership Conservation training programs for the students from colleges to the youth at all Taluka Training Centres across the state.

# ADARSH GRAM- SMART VILLAGE



**water, sanitation, electricity**



**100% school enrollment**



**Improve health parameters**



**Adopt technology & innovations**



**Conserve traditional culture**



**Optimal use of resources**

## KEY COMPONENTS

**1. Village Development Plan**

**2. Committee at Taluka  
and District level**

**3. Web-based monitoring  
system**

**4. Independent evaluation  
agency**



# ADARSH GRAM- SMART VILLAGE



**Selection**



**Funding**



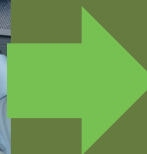
**Planning**



**Implementation**



**Monitoring**



**Evaluation**



**ADARSH  
GRAM**

# ADARSH GRAM- SMART VILLAGE

An Adarsh Gram is a model village that aims to provide basic services to all residents and reduce social disparities. We aim to reduce disparities and meet the basic needs of all sections of society thereby creating an ideal Indian village by focusing on social development and basic infrastructure

Common goals of Adarsh Gram

- Provide access to basic services like water, sanitation, and electricity
- Ensure 100% enrollment of children in schools
- Ensure optimal and sustainable use of common resources
- Conserve traditional identity and culture
- Ensure performance on vital health parameters
- Adopt and adapt technology and introduce innovations
- Creating models of local development which can be replicated in other villages.

## IDENTIFICATION OF VILLAGES

A village in each Taluka will be selected by Rajesh Kaithwas Foundation based on the maximum response from the candidates for EDP training.

## FUNDING

No new funds have been allocated for this model. Resources may be raised through:

Industry setups in that Taluka.

Sales revenue generated from the local businesses

Investment through Corporate Social Responsibility initiatives.

Charitable activities. Highlighting importance of farmer community while focusing fully on the sustainable development of rural Maharashtra.

## IMPLEMENTATION

A Village Development Plan would be created for each Adarsh Gram. While each village will develop a list of activities to be carried out, based on its own resources and requirements, possible activities have been identified by us. For example, Adarsh Grams can work towards providing universal access to basic healthcare facilities, promoting diversified livelihoods through agriculture related livelihoods and skill development, providing pension for all eligible families, housing & healthcare for all, and promoting social forestry.

Separate committees at Taluka & District level will be constituted to look after the implementation work.

## MONITORING

A web based monitoring system will be established to enable the management and other stakeholders to monitor the impact assessment of the activities. Outputs relating to physical and financial targets will be measured each quarter. A mid-term evaluation and post-project evaluation will be conducted through an independent agency.



# SEWA- SELF EMPLOYED WOMEN ASSOCIATION

## VISION

Promote democratic and gender-just society

## MISSION

Empower marginalized women through capacity development

## STRATEGY

- Skill upgradation
- Leadership development
- Networking and outreach
- Support services
- Participatory methodologies

## OBJECTIVES

- Ensure fair wages and regular work
- Develop new markets
- Organize workers
- Train members in business skills
- Upgrade skills of entrepreneurs and artisans

## SOCIAL DEVELOPMENT INITIATIVES

### HEALTH



### ADVOCACY



### TOURISM

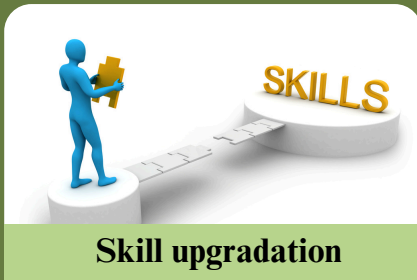


### AWARENESS



# SEWA- SELF EMPLOYED WOMEN ASSOCIATION

INPUT



**Skill upgradation**



**Leadership development**



**Networking and outreach**



**Support services**



**Participatory methodologies**



**Empowered women**



**Fair wages and regular work**



**New markets developed**



**Workers organized**



**Entrepreneurs & artisans skilled**

OUTPUT

## IMPACT

- Improved health
- Increased social awareness
- Local self-governance
- Sustainable tourism practices





# SEWA- SELF EMPLOYED WOMEN ASSOCIATION

## OUR VISION

To value and promote a democratic and gender just society within a framework of Women's Rights and Sustainable Human Development.

## OUR MISSION

To empower marginalized women by developing their capacities to make informed choices and enhance the overall quality of their lives.

## OUR STRATEGY

- Skill up gradation for overcoming exploitation of middlemen through self-marketing. Developing leadership and enhancing the self-esteem of SEWA members
- Excellent quality of Skill Training
- Networking in urban areas and outreaching rural areas through organizational spread as well as through other appropriate partnerships/alliances.
- Support services such as provision of raw material, transport facilities and continuous marketing initiatives for consolidation as well as expansion.
- Adoption of participatory methodologies for Need Assessment, Strategic Planning, Monitoring and Achievement
- Assessment at all levels with the involvement of members.
- Emphasis on life skills, problem solving, group strength and individual growth are constant underlying concerns.
- Strengthening women through knowledge building to fight for their rights.
- Looking in to members family health and education for all as well as for the children in the community.

## OUR OBJECTIVES

- To ensure that women engaged get sufficient and regular work at fair wages without exploitation by middlemen, manufacturers and other entrepreneurs.
- To identify and develop promising new markets for products and services in India and globally.
- To organize workers by developing their confidence, leadership potential and sense of security
- To train members in purchase, production, management, marketing and accounting
- To upgrade the skills of entrepreneurs & artisans through training programmes which improve the quality of products and range of their work
- To revive the traditional crafts and take it to its original level of refinement
- To provide a strong platform for higher income from traders and middlemen
- To ensure social benefits like educational, health and other Right's based facilities for member artisans and their children

## SOCIAL DEVELOPMENT

Health - Health Initiatives through Health Camps and Awareness Programmes

Advocacy - Social Awareness Campaigns

- Local Self Governance

Tourism - - Rural and Social Low-Cost Tourism (Fair-trade) "Tourism with a Difference"

# UNNATI KENDRA

## “REVENUE MODEL FOR VILLAGE LADIES”

More Power to our women, More power to our nation



UNNATI KENDRA



Setup Small Scale Units



Reduce Commute Time



Formal Employment



Inclusive Workforce



Address Barriers

## HOW IT WORKS

Women  
facing  
barriers to  
employment

INPUT

Identify  
barriers  
Provide  
solutions

PROCESS

Empowered  
women with  
formal  
employment/  
income

OUTPUT

Increased  
women's  
participation in  
workforce,  
reduced barriers  
to employment

IMPACT



# UNNATI KENDRA

## “REVENUE MODEL FOR VILLAGE LADIES”

**More Power to our women, More power to our nation**

Unnati Kendra - empowering women, a women's economic empowerment initiative of Rajesh Kaithwas Foundation, aims to address the barriers that keep women from being a part of the workforce.

We strive to create enabling conditions that support women unleash their potential at the rural village level.

As per a Bloomberg report, it is estimated that India could lose up to USD 6 trillion in GDP by 2050 if we do not utilize the female workforce. In order to grow as a strong nation, with a booming economy, it's crucial that we utilize the untapped potential of our women workforce and focus on women empowerment.

We have identified the following barriers:

### Household Responsibilities

Women devote 7.8x more time in unpaid domestic work

### Transportation

Commuting to work for most women takes on average 2-4 hours

### Child care responsibilities

Women are the primary caregivers. If accessing childcare, women's incomes increase by 50% or more

### Increased Expenditure

The need for outsourcing household responsibilities makes it unviable for women to engage in formal employment

### Safety

87% women leave their jobs due to safety issues

### How does Unnati Kendra help women entrepreneurs?

- Helps women setup small scale manufacturing / processing units as well as get formal employment with regular salaries in the taluka or village level.
- Reduces commute times
- Makes the workforce more inclusive of women
- Addresses barriers that prevent women from working

# TECH-The Entrepreneur Circle Horde

## DISTRICT LEVEL INCUBATION CENTRE

**OBJECTIVE - Establish a start-up culture in the administrative district to promote innovation and entrepreneurship**



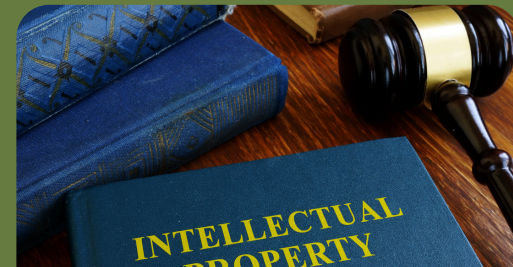
**Access to Workspace**



**Mentoring**



**Legal & Financial Advisory**



**Intellectual Property Rights Support**



**Industry Linkages**



**Regular Workshops & Seminars**

## HOW IT WORKS

**Innovative  
ideas and  
start-up  
entrepreneur**

**INPUT**

**Provide  
support  
services &  
Guide**

**PROCESS**

**Successful  
start-ups  
and viable  
businesses**

**OUTPUT**

**Enhanced  
economic health,  
large-scale  
employment, and  
innovation hub  
creation**

**IMPACT**



# **TECH-The Entrepreneur Circle Horde**

## **DISTRICT LEVEL INCUBATION CENTRE**

**OBJECTIVE - Establish a start-up culture in the administrative district to promote innovation and entrepreneurship**

**Rajesh Kaithwas Foundation has planned to establish a start-up culture in the administrative district that encourages innovative ideas; transform novel concepts into practical industry solutions and viable businesses. It aims to promote setting up of start-ups and support them during their pre-incubation, incorporation and operations phases to enable creation of successful businesses enhancing the overall economic health of the state and country, while generating large scale employment, essentially acting as a hub for innovation at the district level.**

## **HOW WE WILL SUPPORT**

- Access to workspace**
- Mentoring by industry experts**
- Legal & Financial advisory**
- Intellectual Property Rights Support**
- Industry Linkages**
- Regular workshop & Seminars**

# RUDRA UDYOJAK SANKUL

## Rajesh Kaithwas Foundation's Business Complex Initiative



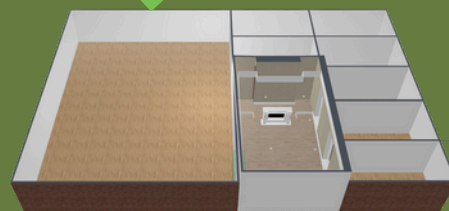
**Identify Land Parcel**



**Conduct Due Diligence**



**Implement Interventions**



**Build Business Complex**



### **1. SOFT INTERVENTIONS**

- General Awareness
- Skill Development
- Institution Development

### **2. HARD INTERVENTIONS**

- Common Facility Centers
- Raw Material Banks
- Production Infrastructure

### **3. THEMATIC INTERVENTIONS**

- Brand Building
- New Media Marketing
- e-Commerce Initiatives



### **OUTPUT**

- 1. Business Complex**
- 2. Employment Opportunities**
- 3. Sports & Cultural Development**

### **SPORTS INITIATIVE**

- 1. Provide Sports Facilities**
- 2. Promote Cultural Development**
- 3. Improve Health and Morale**



# RUDRA UDYOJAK SANKUL

Rajesh Kaithwas Foundation plans to provide business and employment opportunities in every taluka place. For this we plan to build a business complex with a variety of businesses and services under one roof, often including shared amenities like parking, common areas, and sometimes even retail options, allowing diverse companies to operate in close proximity while offering customers a comprehensive experience at a single site.

## TOTAL AREA PLANNED: ONE LAKH SQUARE FEET

### BUSINESS WISE SEGREGATION:

A cluster in 15,000 square feet  
Five small ancillary units of 5000 sq feet  
Sports Turf on 10,000 square feet  
Dark Store / Warehouse in 50,000 sq feet

### OUR PLAN OF ACTION

In each taluka, we plan to identify a land parcel of 1 lakh square feet.  
Our real estate team will inspect the identified property and conduct necessary due diligence, evaluation.  
Our Infrastructure team will work on building this UDHYOJAK SANKUL which will create a lot of employment at our village level.

### PROJECT INTERVENTIONS FOR CLUSTER DEVELOPMENT.

Soft Interventions  
Soft Interventions under the project would consist of activities such as  
General awareness, counselling, motivation and trust building;  
Skill development and capacity building for the entire value chain different skills need to be imparted;  
Institution development;  
Exposure visits;  
Market promotion initiatives;  
Design and product development;  
Participation in seminars, workshops and training programmes on technology up-gradation, etc.

### HARD INTERVENTIONS

Hard interventions will include creation of following facilities:  
Multiple facilities for multiple products and packaging wherever needed;  
Common facility centres (CFCs);  
Raw material banks (RMBs);  
Up-gradation of production infrastructure;  
Tools and technological up-gradation, tool-kit distribution, etc.  
Warehousing facility;  
Training center;  
Value addition and processing center/multi-products.

### THEMATIC INTERVENTIONS

In addition to the above mentioned hard components and soft components, we will also support cross-cutting thematic interventions at the sector level including several clusters in the same sector with emphasis on both domestic and international markets. These may include  
Brand building and promotion campaign;  
New media marketing;  
e-Commerce initiatives;  
Innovation;  
Research & development initiatives; and  
Developing institutional linkages with the existing & proposed clusters

### SPORT AND ITS INTERACTION WITH THE RURAL ENVIRONMENT AND ACTIVITIES

We intend to provide sport facilities with lowest cost for all village folks to remove cultural poverty in rural areas. Whenever the interest in sport is higher among rural people, it will affect various factors such as joy and happiness, morale, health, economic and social issues and even in some cases political factors. The role of sports in health and economics of rural communities is undeniable. According to previous studies, more developed countries consider sport as a vital factor and use it to influence on various factors. To publicize sports, women as a half of population should be propelled to sport. Health, improvement of physical strength, instinctive enjoyment and pleasures provide body growth and excellence.

The tradition of sports is deeply rooted in the Indian culture dating a few millennia back. Over the years India has emerged as a major force to reckon with in certain sports in the international arena. However, the sporting culture is limited to few pockets of the country which also happen to be the nursery of athletes in India. Recently, the Government of India has taken many initiatives such as the TOPS, Khelo India, Fit India, etc which has the potential to transform the sports landscape of India. The recent successes at the Olympics, commonwealth games, and world championships have been extremely encouraging. Parents and youngsters are increasingly looking at sports as a career in the country.

# UPLUDE

## HYPER LOCAL DELIVERY MODEL



**Grocery shops**



**Create e-Commerce Marketplace**



**Partner with Local Stores**



**Develop Mobile Application**



**Enable Quick Delivery**



**Job Creation &3. Local Economic Growth**



**RKF UPLUDE**





# UPLode

## HYPER LOCAL DELIVERY MODEL

Rajesh Kaithwas Foundation has spent lot of time in researching the downfall of grocery stores amid the stiff competition that they face due to emergence of big super markets. Therefore, we present our e-commerce marketplace called UPLode and invite all grocery shop owners to onboard with us and scale their business.

The hyperlocal marketplace model is a perfect example of how technological advancements can amalgamate with the age-old favorite shopping methods and come up with a unique formula for success for the small grocery business owners.

A hyperlocal business is a platform to enable local offline businesses to reach out to their targeted customers ensuring product delivery within a very short time. The service ambit of a hyperlocal business could fall anywhere starting from a few meters to a few kilometers from the location of the business.

According to available data, the hyperlocal delivery sector is experiencing significant employment growth, with a large portion of jobs falling under the gig economy, primarily as delivery drivers, and is characterized by a high demand for flexible workforce due to the nature of quick, localized deliveries; however, concerns around job stability and fluctuating income remain prevalent, particularly in regions like India where many hyperlocal delivery platforms operate.

Given the very focused geographic spread of a hyperlocal space, the local ventures are almost guaranteed visibility and customers until they ensure good product and service quality. It ensures product delivery at a great speed that too from the customer's very local trusted store.

A hyperlocal marketplace works by providing goods and services to the customers from the offline stores available within the proximity of a few kilometers. Think not only FMCG but also house maintenance, grooming, and other services that are valuable for customers. So if there is a restaurant nearby that does not offer home delivery for food a hyperlocal business can step in and do the job. A mobile application works wonders for such types of business models.

There are marketplaces today that offer product delivery within 24 hours, which indeed is applaudable but a hyperlocal marketplace can do the same job in just a matter of an hour(s). Here not only the speed is an attraction for the customer but the fact that products come from their very trusted shops well known to them is also an added advantage.

As the name 'hyperlocal' proposes, the desired products should be acquired locally from offline stores and delivered to consumers within a short span of time. This involves picking a dependable store for every region and guaranteeing that the nature of the items is kept up. These stores earn commissions for delivering the required items based on the requests received.

Hyperlocal system of delivery can be done with anything like cabs, cars, bikes, or any public transport and can happen with anything like car service, grocery, food, etc. Today most of the hyperlocal delivery models are just in time. It takes time to build partnerships with other merchants and delivery agencies, target the right audience, and build a great mobile app. But all these things will give your business the edge you need.

UPLode will help to connect the vendors, customers, and Admin to an eCommerce platform where customer can enhance the online shopping experience for a local market. Admin of a system needs to have a Google API key so that the customer Auto Location can be fetched and the suggested stores can be displayed accordingly.

**Factors influencing employment in hyperlocal delivery:**

### **URBANIZATION:**

Densely populated urban areas provide a large customer base for hyperlocal delivery services, driving job creation.

### **SMARTPHONE PENETRATION:**

Increased smartphone usage facilitates easy access to hyperlocal delivery apps, further boosting demand.

### **CONSUMER BEHAVIOR:**

Growing preference for convenient and quick delivery services contributes to the expansion of the hyperlocal delivery market.

# RASC

## RUDRA AGRO SERVICE CENTRE



**Establish RASC**



**Provide Facilities**



**Transfer to Markets**



**Process and Pack Produce**



**Increased Agricultural Production**



**Boost to Village Economy**



**RUDRA AGRO  
SERVICE CENTRE**





# **RASC**

## **RUDRA AGRO SERVICE CENTRE**

Agriculture is the main occupation in the rural area because almost 75% population is engaged in this occupation. In rural economy agriculture occupies strategic position. It is main source of livelihood for 75% rural population. The prosperity of the rural areas is largely dependent on agriculture and development of agricultural depending on the growth and development of agro-service centers.

Agro service centers are an innovative idea and interesting experiment which holds the great promises to increase agricultural production through more use of fertilizer and wise use of other agricultural inputs. Agriculture is directly linked to very many facets of sustainable development, including poverty eradication, sustainable consumption and production, management of natural resources, energy, health, education, fresh water, trade and market access as well as technology transfer and capacity building agriculture is an integral part of the general development system serving the system as a whole, and being served by it.

At Rajesh Kaithwas Foundation, we plan to setup such Agro service centers in each Taluka. Our team will identify ten villages where resources are available to scale development in terms of agriculture and setup a RASC (Rudra Agro Service Centre) in between them. This facility will be available for the following works

- 1) Warehousing of farm produces after weighing. Farmers can sell their agro produce at these RASC centers at an agreed price.
- 2) Activities like cutting, cleaning, washing, drying of the farm produce
- 3) Packing & Stacking on pallets, cartons
- 4) Labelling / barcode work
- 5) Transfer to domestic markets
- 6) Transfer to Sea ports for international exports

All these activities will generate lot of employment in the nearby villages. We also intend to setup small ancillary units for processing work in the vicinity of the RASC. This will help in boosting the village economy on a large scale.

**MORE DETAILS ARE AVAILABLE WITH OUR TALUKA TRAINING CENTERS & THEIR REPRESENTATIVES.**