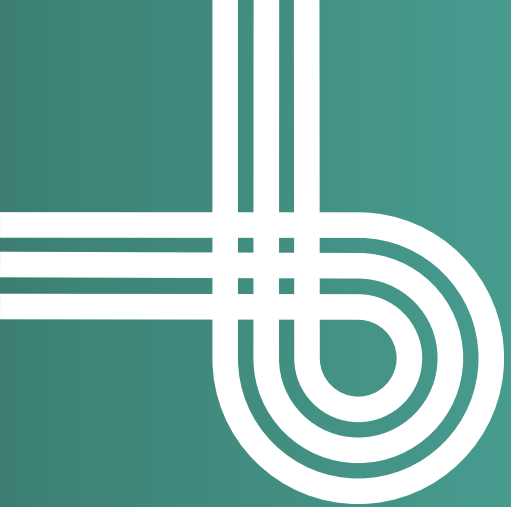




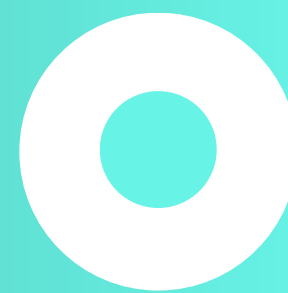
SEEDS OF CHANGE

A journey that started as a seed four years back is now a plant. We grow to become a tree in achieving our ambition goals of social equity and sustainability.

[impact-360.org.in](http://impact-360.org.in)



# About Us

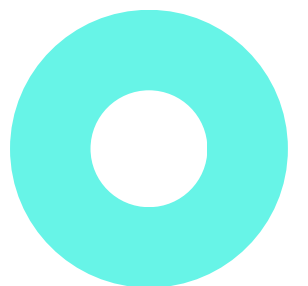


Impact360 Foundation is a not-for-profit company under Section 8 of Companies Act.

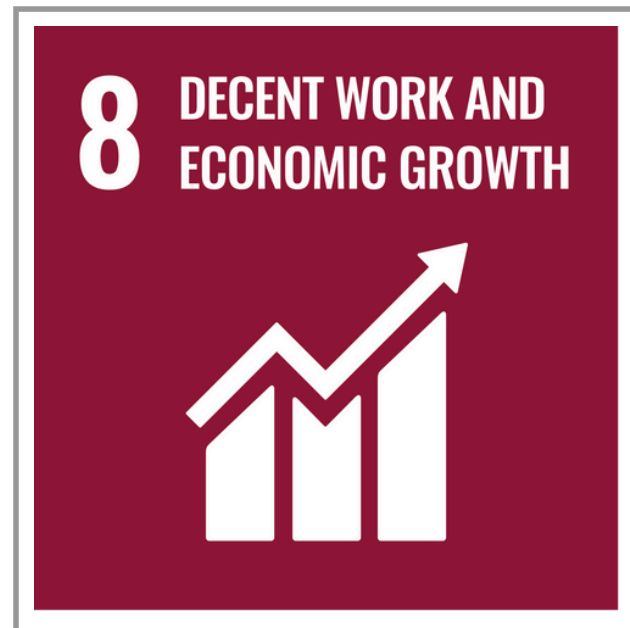
- Headquartered in Kolkata and having a multi-city network.
- We are a mission driven, community-focused, innovative and tech-led organization working with a desire to bring great ideas into fruition.
- Our work is aligned with the UN Sustainable Development Goals as well as integrated to our government's policies & missions of public good.
- We believe in co-creation, collaboration, continuous improvement and close engagement.
- Our team comprises of social scientists, researchers, strategists, field experts and a passionate work force of young impact enthusiasts



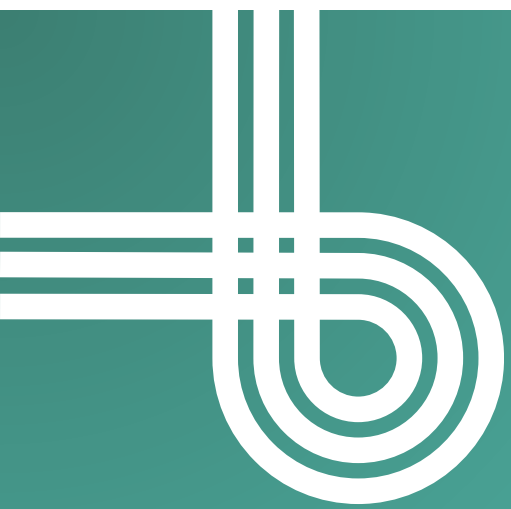
## Partners



# SDGs Alignment





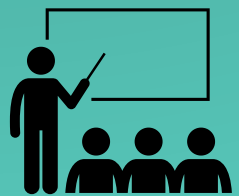


# Swabhimaan

Unleashing entrepreneurial potentials  
at the bottom of the pyramid



**Surveyed: 22,266**



**Total Trained: 8,100**



**Business Plan: 6,300**



**Received Funding and  
Technical Assistance-  
4,100**

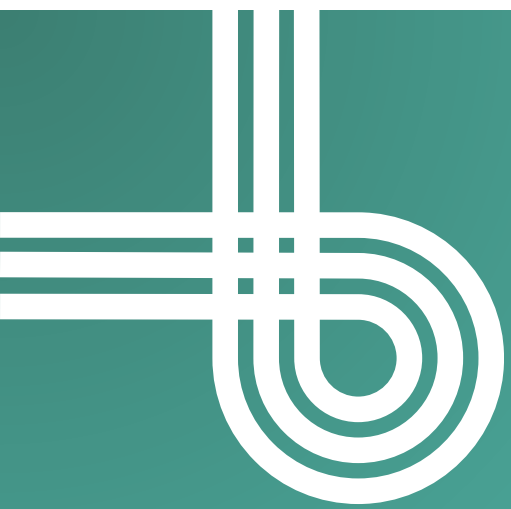


## Our entrepreneurship program in Kolkata

Swabhiman, an urban poverty reduction initiative funded by CITI Bank, and implemented by Impact 360 with the help of Startup Incubation and Innovation Centre, Indian Institute of Technology, Kanpur and Project Concern India, a leading social change organization of India, generates livelihood through micro-enterprise development. The project provides seed capital and technical assistance such as business support services, credit facilitation, convergence with governmental support systems and market linkages to women in the age group of 18 – 55 yrs. The geographical coverage of the program is the whole of Kolkata Municipality. 6000+ entrepreneurs selected from a community survey of 20,000+ identified from the Government's SULM program and other credible sources. The baseline assessment survey captures demographic, social, economic data, willingness to participation coupled with qualitative assessments.



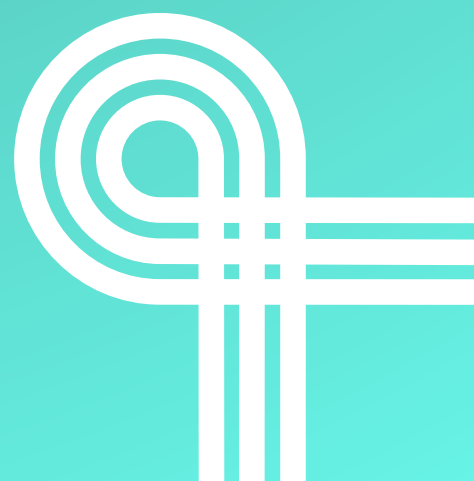




# Swabhimaan

Unleashing entrepreneurial potentials  
at the bottom of the pyramid

## Success Story



### Ruby Hussain: The Graduate Chai Entrepreneur of Park Circus

Ruby Hussain's journey from hardship to success is a testament to resilience. A graduate since 2014, she was thrust into financial responsibility after her father's passing in 2019. Struggling initially, she recalls earning just ₹25 after waiting all day for customers. Today, at 33, her tea stall thrives, generating ₹15,000 monthly. She also employs a relative under a "no work, no pay" model, offering ₹300 per day.

Defying societal norms as an unmarried Muslim woman running a business, Ruby has faced skepticism but remains steadfast. Her turning point came with the Swabhimaan project by Impact 360 Foundation, where training and seed funding transformed her enterprise. With an unshakable spirit, she has revitalized her father's legacy, proving that perseverance and skill can break barriers. Ruby's story is an inspiration, demonstrating how determination and the right support can lead to remarkable success.







# Didis' Meal Box

**Enabling women's agency by nurturing skills and inspiring dreams**

## Numbers at a glance



**Gurgaon, Bangalore & Hyderabad**



**SHG Women: 500**



**Number of Cloud Kitchen- 25**



## Our enterprise development program in multiple cities

Didi's Meal Box is an innovative Cloud Kitchen initiative aimed at creating livelihood for women in urban slums. This project, funded by HSBC is an endeavor to help turn the lives of targeted SHG women around by way of creating for them avenues that generate reasonable income. Food service enterprises owned and operated by urban SHG members distributed cloud kitchens serving to B2C and B2B customers through app based end to end services. A detailed Market survey conducted to assess the demand potential in three cities, across segments. Extensive culinary skill upgradation and hygienic production trainings imparted. Food Safety compliances like FSSAI, FOSTAC etc. undertaken. Aligned with the community institutions - SHG/ALF/CLF and NULM Department and local bodies for convergence and institutional assistance.







# HESHEL

**Building skill based collective enterprise  
and leveraging modern marketplace.**

## Numbers at a glance



**SHG Women: 40**



**Number of Cloud  
Kitchen- 2**



**Restaurant cum Outlet-  
02**



**Online Platform- 02**

## Our enterprise development program by SHG women in/ around Kolkata

The cloud kitchen is branded as “HESHEL” and it offers on-line ordering of meals, direct delivery and catering, take away and dine-in services. While the cloud kitchen (HESHEL) entities are women’s own organizations/ business, Impact360 has been instrumental in mobilizing, group formation, trainings, unit setting up and marketing support services to make the unit competent, competitive and self-reliant in the long run. In association with PCI India and supported by HSBC, and enabling women-owned, women-run food business enterprise in order to create new income and entrepreneurial opportunities for the women. The first such kitchen and outlet is now functional in South Kolkata (Goal Park area) .







# HESHEL

**Building skill based collective enterprise  
and leveraging modern marketplace.**

## Success Story

### Apu Das: A Story of Quiet Strength

In the heart of Goal Park, Kolkata, Apu Das's life is a testament to quiet resilience. With her husband's modest earnings from a mall job, making ends meet was a daily challenge. But Apu found a path forward through the Heshel cloud kitchen, where she now works, preparing meals with care and dedication.

Her journey began in self-help groups, where she first learned the value of consistency and community. Cooking at local meetings gave her confidence, and today, her role in Heshel is more than just a job—it's her way of contributing to her family's future.

With support from Impact360 Foundation, which markets Heshel, Apu has gained financial stability and dignity in her work. Her story isn't about grand success, but about perseverance—about ensuring food on the table, standing strong through hardships, and proving that small steps can create a meaningful impact.







# TATA STEEL WORLD 25K MARATHON

The marathon is not about the race,  
it's about the journey

## Numbers at a glance



Runners: 24000



NGO Partners: 15



Corporate Partner: 8

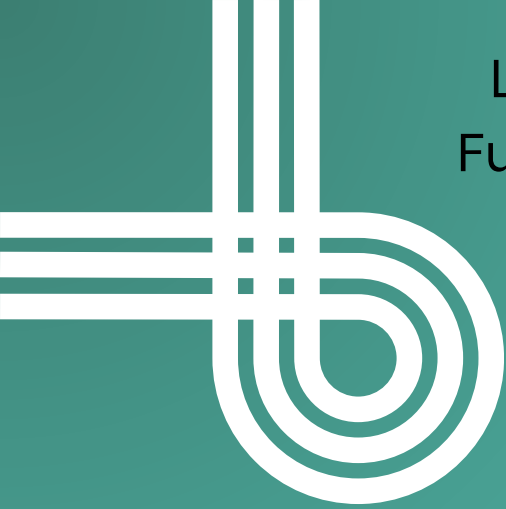
## Philanthropic Partnership

Tata Steel World 25K Kolkata (TSW25K), became the agent of change. With the choice of various race categories – 25K, the open 10K, the Ananda Run (4.5 km approx), Champions with Disability and the Senior Citizen's Run (2.3 km), provided an opportunity for everyone to take centre stage regardless of their age, or abilities. Tata Steel World 25K Kolkata soon became the first AIMS and World Athletics Silver Label 25K in the world. Tata Steel World 25K Kolkata has redefined the health, fitness, inclusion, sustainability and giving paradigm in West Bengal. It is the city's greatest participative sporting festival that celebrates the People of Kolkata! Tata Steel World 25K Kolkata 2024 has been accorded the prestigious World Athletics Gold Label. It committed to making this race bigger better and filled with renewed vigour and enhanced running experience. This diverse expertise enables the organization to operate effectively in challenging environments, engaging multiple stakeholders to deliver impactful results.





Location: Faridabad, NCR  
Funders: Goodyear India Ltd.



# Skill & Entrepreneurship Development Program

**Empowering Communities through Skill & Entrepreneurship Development: Enabling Livelihoods, Enhancing Opportunities!**



## Our Ongoing projects in Faridabad

### Project-1: Skill Development for Young Adult Girls

- Commencement: December 2024
- Target Group: Young adult girls (18 to 30 years) from the urban poor community residing in and around Faridabad slums.
- Objective: To provide structured skill development courses ensuring placement guarantee assistance

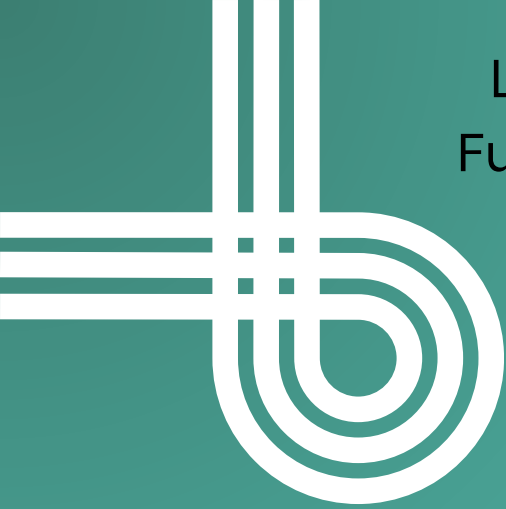
#### Implementation Strategy:

- Identification and mobilization of beneficiaries.
- Skill training in high-demand sectors.
- Industry partnerships for job placements.
- Post-placement support and career guidance.
- Expected Outcome- Empowerment of young women with employable skills leading to long-term career opportunities.





Location: Faridabad, NCR  
Funders: Goodyear India Ltd.



# Skill & Entrepreneurship Development Program

**Empowering Communities through Skill & Entrepreneurship Development: Enabling Livelihoods, Enhancing Opportunities!**



## Our Ongoing projects in Faridabad

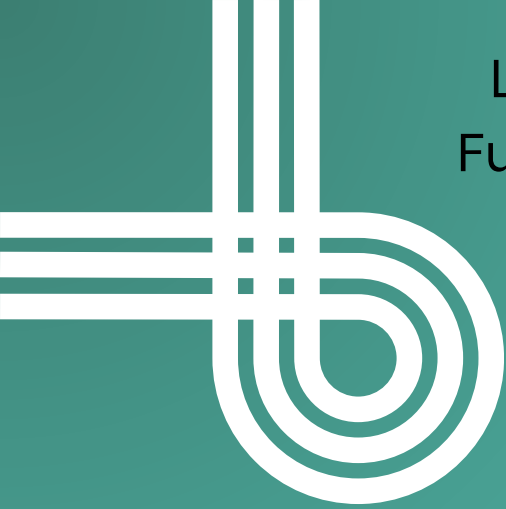
### Project-2: Entrepreneurship Development Program

- Approach: Urban Poor Graduation Plus Approach
- Target Group: Urban Self-Help Group (SHG) members
- Objective: To uplift financial stability by fostering entrepreneurship through structured interventions.
- Implementation Strategy:
  - Enterprise development training
  - Business plan development and screening
  - Asset transfer for business initiation
  - Regular handholding, mentoring, and coaching
  - Business accounting and health check-ups
  - Credit linkage and government convergence support
- Expected Outcome- Sustainable income generation and financial inclusion for SHG members through micro-enterprise development.





Location: Faridabad, NCR  
Funders: Goodyear India Ltd.



# Skill & Entrepreneurship Development Program

Empowering Communities through Skill & Entrepreneurship Development: Enabling Livelihoods, Enhancing Opportunities!



# KAUSHAL VIKAS KENDRA

*A Dynamic space for learning and entrepreneurship*

The newly established Skill Development Centre in the heart of Faridabad, at Neelam Bata Road, offers courses in IT and Services, Sales & Marketing, Banking, Financial Services, and Insurance (BFSI), Food Handlers, Design & Tailoring, and Beauty & Wellness.







# Impact Assessment, Feasibility Studies, Scoping Studies and Baseline-Endline Studies

## Learning from the fields...



Sundarbon, Midnapore  
(WB), Ranchi, Jamshedpur  
(Jharkhand), Bhubaneswar  
(Odisha), Pune, Gurgaon,  
Bangalore and Hyderabad

## Our Studies

- Tata Metaliks Ltd engaged us to conduct on **impact assessment** study purposed with the objective to independently evaluate the results rendered by implemented activities of CSR interventions undertaken by their Trust and provide recommended guidance, in resetting to achieve the new normal of excellence. The scope-of-study included the thematic areas of Education, Essential Enablers of water-health-sanitation, Employability, Entrepreneurship and Environment.
- TDH, Germany entrusted us to conduct a **feasibility study** across three cities (Kolkata, Ranchi and Bhubaneswar) to map the needs and possibilities of safe urban space in terms of opportunities, access and dignity for the youth and women and vulnerable communities including LGBTQ+.
- Impact 360 Foundation undertook a **scoping study** in 5 blocks of Sundarbans to analyze the need and possibilities in building sustainable livelihood value chain in Agri-fishery sector fields, to plan a comprehensive value chain model. The study was partnered by IKEA Foundation and Tata Trust sponsored Cini. Building sustainable value chains in farming, fishery and allied sectors in five vulnerable blocks of the Sundarbans are Production, Supply chain, Carbon reduction, Marketing, Credit Linkage, Leveraging expert institutions, Engaging community institution and Digitization.





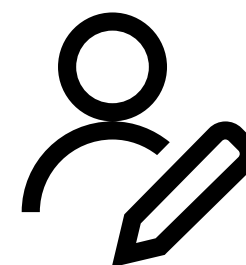
# Happy Faces, Successful Entrepreneurs: Building Dreams, Creating Futures!







**MCA registration number:**  
**CIN U80302WB2020NPL239250**



**Niti Aayog registration number:**  
**WB/2022/0316623**



**MCA CSR registration number:**  
**CSR00059989**

# Registration Numbers





# THANK YOU



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