An Overview of Dharma Life

Dharma Life is improving the quality of life in rural India through an entrepreneurship model that provides access to socially impactful products and services.

Dharma Life has a network of 13,000+ DLEs in 13 states that have provided products to more than 9 million consumers in 35,000+ villages across India.

Dharma Life is planning to expand into a further 6 states and reach 40,000 villages by 2018.

With a focus on nurturing women entrepreneurs (currently over 70% DLEs are women).

Some of our partners:

- P&G
- Shell Foundation
- Facebook
- Johnson & Johnson
- IFC (International Finance Corporation)
- The World Bank
- DFID (Department for International Development)
- giz (German Development Cooperation)
- STICHTING DOEN
- Unilever
- Tata Trusts
-elea (Foundation for Ethics in Globalization)
Our Working Model

Dharma Life improves the quality of life in rural India through an entrepreneurship model that provides access to socially impactful products and services.

Build Dharma Life Entrepreneur network to create a foundation for change and deliver products and services at the last mile. Rural entrepreneurs are identified, selected and trained to become social changemakers by addressing the issues of awareness, accessibility and affordability for social impact products.

Build an ecosystem for community engagement, behaviour change and collective participation;

- Extensive behaviour change and awareness campaigns that change mindsets and promote better practices;
- Affordable and inclusive finance to help households in procuring critical product and services;

Drive thought leadership and innovation for inclusive progress.
Who is a Dharma Life Entrepreneur (DLE)?

- IFC-certified ‘TEJASVANI’ Women entrepreneurship training programme
- Core entrepreneurship and mentoring programme ‘SAKSHAM’
- Skill Council for Green Jobs (SCGJ/NSDC) approved training
- Smart phone and internet training under the Internet Saathi programme

**DLE Training & Capacity Building**

- Trusted and recognised as a change maker
- Trained in data collection, community mobilisation and sales promotion
- Has a reach of up to 1500 rural households across 3-5 rural villages
- Digitally enabled
- Supported by Channel Development Officers for operational supervisory
- Has logistics & after-sales capability supported by Dharma Life

**Causes Supported**

- Livelihood
- Education & Digital Literacy
- Health, Hygiene & Sanitation
- Indoor Air Pollution
- Access to Clean Energy
- Nutrition

**Provided**

- More than 19,000 sewing machines, 26,000 mobile phones & 7,000 cycles
- Access to female hygiene products with over 30,000 packs sold
- Sold over 22,481 units of clean cooking devices
- Sold over 115,358 units of solar lighting solutions
- Provided over 2.5 million sachets of micro nutrient fortified health drinks
- Reached over 3 million women and 200,000 children with literacy campaigns
Making Periods Normal Programme

Objectives

✓ To promote healthy menstrual hygiene practices amongst adolescent girls and women in the community through innovative behaviour change tools
✓ To promote sustained adoption of sanitary napkins amongst women and young girls
✓ Make sanitary napkins easily accessible in the community at an affordable price

Key Aspects

Education and Awareness Generation on aspects such as biological and psychological changes, social taboos, relevance of menstrual health, product usage, etc

• Adoption, Affordability and Usage: Promotion of menstrual hygiene products by using innovative communication methods
• Accessibility: Creating product linkages via leveraging our women DLE network
• Sustainability: Sustaining the habit formed and behaviour change by engaging multiple stakeholders for a longer period

WOMEN ON WINGS

Simavi

Rutgers

For sexual and reproductive health and rights

BIHAR VOLUNTARY HEALTH ASSOCIATION

dharma life

RESTLESS DEVELOPMENT

Every child in school and learning well
### Key Achievements of the Programme

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td>Country</td>
<td>India</td>
</tr>
<tr>
<td>State</td>
<td>Bihar</td>
</tr>
<tr>
<td>No. of women entrepreneurs trained</td>
<td>815</td>
</tr>
<tr>
<td>No. of villages covered</td>
<td>More than 815 villages</td>
</tr>
<tr>
<td>No. of districts covered</td>
<td>2 districts in Bihar, India</td>
</tr>
<tr>
<td>No. of sanitary napkin packs sold</td>
<td>More than 51,600 packs</td>
</tr>
<tr>
<td>No. of women provided access to sanitary napkins</td>
<td>More than 2,55,000 women and girls</td>
</tr>
</tbody>
</table>

**Knowledge Centre**

- Created platform for all alliance partners to share best practices and learn from each other
- Facilitates interaction between alliance partners to streamline operations and increase project reach

[http://makingperiodsnormal.org/](http://makingperiodsnormal.org/)
Learnings & Challenges

Key Successes

✓ Creation of a unique distribution channel with women entrepreneurs becoming access points for sanitary napkins in villages
✓ Driving income generation for the women entrepreneurs to earn a livelihood by selling sanitary napkins and other social impact products
✓ Improving quality of menstrual health in villages through increase in adoption of sanitary napkins
✓ Collaborating with alliance partners to cover a comprehensive network in the state of Bihar for product orientation and drive distribution of sanitary napkins
✓ Creation of the Making Periods Normal Knowledge center by collaboration with alliance partners for ideation, impact and sustainability of the project

Key Challenges

✓ Financial constraint of DLEs to consistently maintain stock of sanitary napkins that adversely impacts sanitary napkin access
✓ Seasonal challenges such as incessant rains, disrupt distribution of sanitary napkins
Thank You!