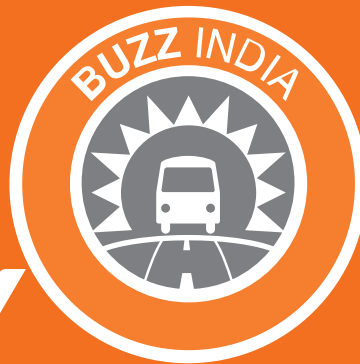




TURNING DREAMS INTO REALITY





MESSAGE

A YEAR OF SCALING - BIGGER & DEEPER



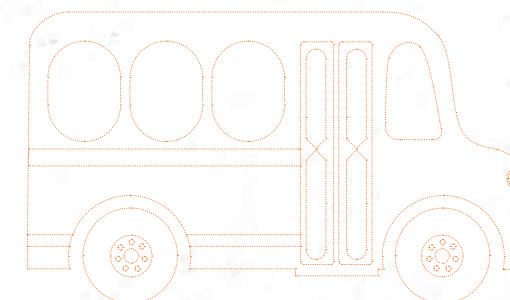
This year of Buzz can be dedicated to one word – Scale. We went through total transformation which was made possible by scaling up in all departments. The scale up was so significant that we reached our target of reaching 20,000 women in 2020, in 2017 itself! That's three years ahead of target!

It was thrilling to see that we trained 23000 women by the end of this year. This was possible only because Buzz grew as a team. From me being the sole team member in 2012, we have now grown to have a strong team of ten trainers and an Operations Manager on the field. We also saw that we needed to strengthen our office with people handling specialised roles of finance and communications. More hands and brains were now available and we also added more wheels to help us deliver our work – we added two more buses to our fleet.

That meant that we rolled into the remotest villages to train women on all they needed to know to combat poverty. The scale that we achieved in terms of numbers translated into more valuable results - We have touched more lives, supported more women to bring themselves out of poverty, and seen more women becoming confident of their own selves and creating new beginnings for themselves.

There's a spark in the eyes of the women we trained that is making our work valuable. I believe this spark is our leading light that will guide us through the years ahead of us.

Uthara Narayanan
Chief Changemaker
Buzz India





IMPACT REPORT DATA

We constituted an annual survey to measure the effect of the programme, its strengths and weaknesses, and ensure its long-term sustainability and impact on the lives of the women. We have been conducting the annual survey since 2013. Here's a gist of this year's annual survey results:

A total of 3579 women underwent the Buzz training from the year 2012 to 2017 in Tumkur district of Karnataka.

10% of the 3579 women were selected as respondents for the 2016-2017 survey. Using an excel formula, every 10th woman from the 3579 women was selected as a respondent for this study, deriving a total of 357. Of these, 89% were first trained in the year 2016, 10% in 2015 and 1% in 2012. The average age of the women surveyed was 35 years. The Buzz training, conducted over a period of two days follows a well-

crafted and intense curriculum that the trainers adhere to. Sessions on topics such as 'Basics of Enterprise', 'Skill Training', 'Financial Goal Setting' etc., encapsulate the basis of the training programme. The survey aimed to capture these sessions in the form of questions to understand the outcome. A quantitative method of analysis has been used by the team to analyse the data and to evaluate the results.



90% of the women have functioning bank accounts



75% of the women have businesses



21% started a new business while 11% expanded their business



45% of the women availed loans from Self-Help groups (SHG) while 11% availed loans from banks



42% of the women use SHGs as a form of investment while 18% save in banks



41% of the women maintained that there was an increase in their savings as a result of the Buzz training



399% increase in savings as compared to the first year when the women were trained



70% of the women stated that their financial skills had improved post training



86% of the women mentioned that their communication skills had improved post training

Buzz India:

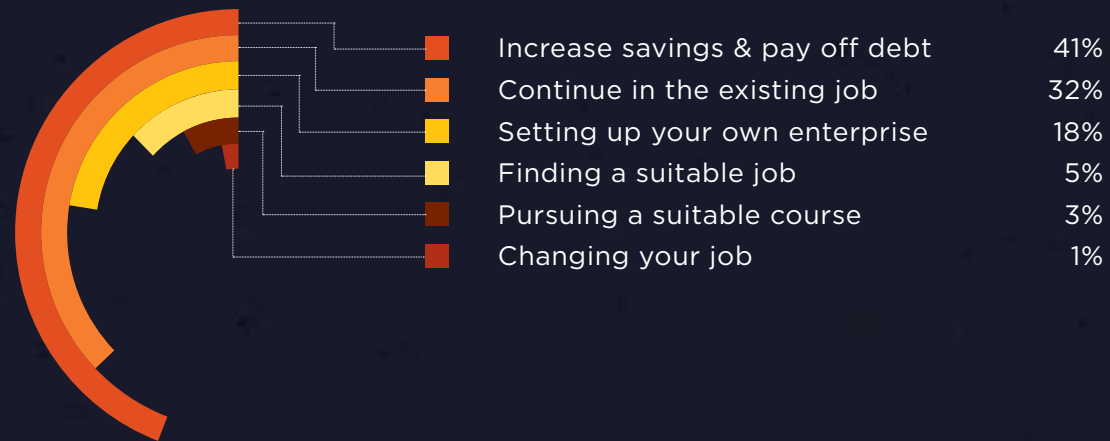
A YEAR WHEN WE ACHIEVED OUR TARGET THREE YEARS AHEAD OF TIME

Maybe we were a little conservative or we didn't expect our team to be so driven about our cause when we have ourselves the target of reaching 20,000 women by 2020. But here we are in 2017, having trained 23,000 women, three years ahead of time!

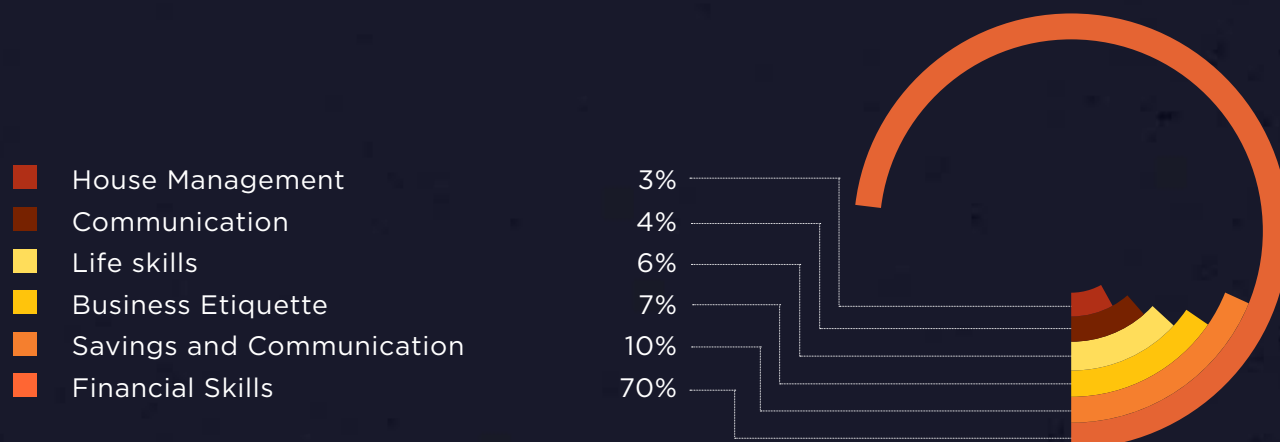
Our programme, aimed at empowering rural women with financial, entrepreneurial and leadership skills, has been reaching the remotest villages in the state of Karnataka. Women who never stepped out of their homes are now starting businesses. They are becoming community leaders. And they are steering their lives ahead by strengthening their financial foundation. This impact that we have seen is what makes do more.



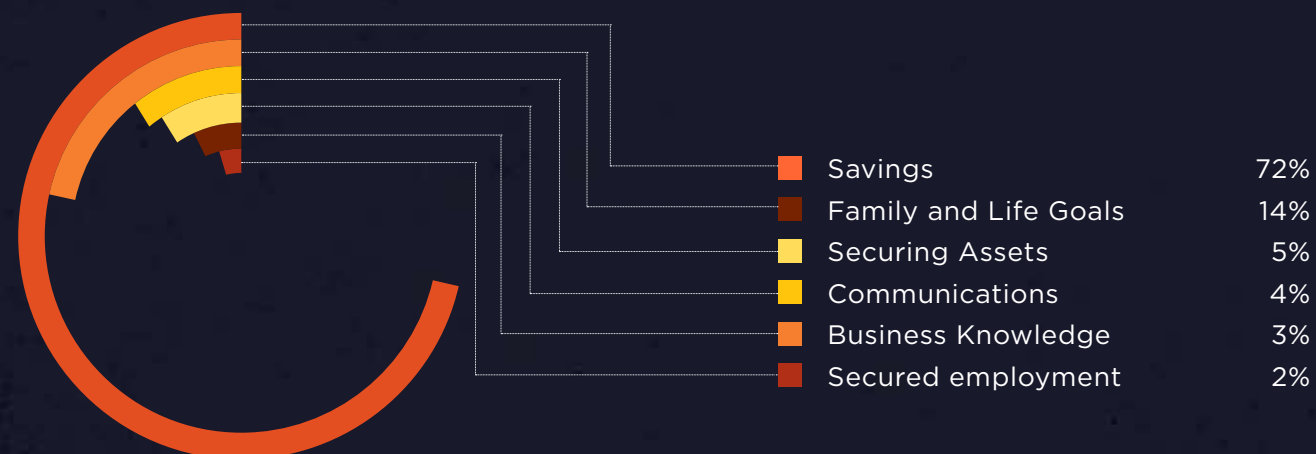
BUZZ TRAINING: EFFECT



BUZZ TRAINING: CHALLENGES SIMPLIFIED



BUZZ TRAINING: CHALLENGES OVERCOME



THAT'S MEASURABLE IMPACT – HERE'S SOME IMMEASURABLE IMPACT TOO

Pankajakshi is one of our Buzz Gelathis, or community leaders, from Tumkur. She was among 20 other women attended the workshop that we organized for Buzz Gelathis. The workshop was intended to help them become problem solvers in their own lives and in their communities. Unexpectedly, the workshop became a revelation to all of us, the organizers and the participants, as we saw how the conversations started unfolding. Women spoke about their everyday problems. Domestic violence, alcoholic husbands, familial expectations, physical struggles and more.

Pankajakshi quietly sat and listened to what other women spoke. She was hesitant about opening up, but she let her guard down and shared how her husband was not supportive of her at all. She said that he doesn't encourage her and she felt stifled as an individual. At the workshop, she was asked to imagine herself as a tree and what she would like each of her

branches to become. That day she went back to her house and told her husband about the tree drawing activity and told him, "I feel I'm this tree and you are stunting my growth."

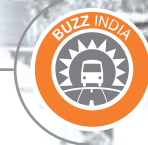
The next workshop was held slightly far from her home and our community co-ordinator, Chandru, was trying to arrange for her transportation. Chandru called on her phone to discuss this, Pankajakshi's husband picked up the call. He told Chandru not to worry about her transport and that he will himself bring her to the workshop venue, leaving Chandru pleasantly surprised.

Pankajakshi arrived at the workshop venue along with her husband, leaving us all surprised. We curiously enquired what brought about this dramatic change and she smilingly answered that her husband is a changed man today. We suspect that it was the 'tree activity' that triggered something in her and reflected on her husband, we do not know.

After the workshop, we saw Pankajakshi leave with her husband who had patiently waited for the workshop to get over. We never imagined this change. There are many such stories whose impact leave us awed – Kamalamma whose husband stopped physically abusing her, Vimala who spoke on stage for the first time, Ayesha who encouraged her daughter to adopt a baby girl and offered to take care of all her educational expenses. There is a sense of self-worth that the women discover and as their self-esteem grows, they begin to see a change in how the world treats them.

We could probably never measure such impact, but they seem to have a more inspirational impact on us than what numbers and graphs have had.

(Please note that we have changed the names of the women to protect their identities)



CONTINUED FUNDING PARTNERSHIP - CITI FOUNDATION AND ADITYA BIRLA GROUP

It's with great pride and gratitude that we acknowledge the continued support of our key funding organizations – Citi Foundation and Aditya Birla group. Without their support, we couldn't have scaled up our operations and touched the lives of so many women.

NEW AREAS OF OPERATIONS

With an increased capacity to reach more villages, more women and organize more trainings, we expanded our areas of operations to the slums of Bangalore city as well. We initially struggled to find partners who can help us reach the women in these settlements, but thanks to government initiatives like Sthree Shakti, we were able to steadily deliver our trainings.

SEVEN NEW TRAINERS

We added seven new trainers to our team, adding up to eleven trainers in total. This is a great achievement, considering that we started with just one trainer five years ago!

WE ARE NOW A DIGITALLY EMPOWERED TEAM

From being a team that records data manually, we now are a smart team that maintains data digitally. We have a web-based and centralised, Database Management System where all our records are maintained. This change has helped us operate with greater efficiency as we now have accurate information at our fingertips greater clarity of the big picture. Thanks to technology, we now have more power for change!



Team Structure

From being a small team with everyone doing everything (which was fun too), we have now established a more structured team. The growth and scale that we achieved demanded this and we are extremely happy to have new hands and minds in the team. We created three new specialised roles with three people who truly believe in the value of our work have taken up.

NEW IMPLEMENTING PARTNER - CDPO PARTNERSHIP

In a significant move this year, we entered into a partnership with the Karnataka Government's Centre for Women and Child Development. This partnership has contributed tremendously to our reach. Our mobilisation efforts have become more efficient as the CDPO has unparalleled ground presence.



RAMASUBRAMANIAM (Head Support Functions) brings the wisdom of two decades of experience in the finance and HR field. He handles all the finance and HR functions of the organization.



RANJINI SIVASWAMY (Head Communications) carries 12 years of experience in Communication and believes that her work and words should create a positive impact.



VIKRAM PATEL (Programme Manager- Operations) carries 14 years of experience in the development sector. He handles the entire field operations of Buzz India.



BUZZ CAPACITY BUILDING WORKSHOP -INTENSE, NETHERLANDS

The Buzz India team underwent a full day external training followed by another full day of brainstorming activities this October. The Day 1 of the workshop was devoted to a fully loaded team building session delivered by three trainers from InTense, a Netherlands based training company. InTense is one of

Officers, Bus Drivers and Operations Manager who are the face of Buzz India's activities in empowering rural women. This training session intended as a teambuilding activity, helping the team understand its strength and weaknesses and how they can work together towards a common goal.

The trainers based the day's activities on this theme - "What does it take to build a good long-term team? And how do we use communication and feedback to become a GREAT team?"

They helped the team reflect on the challenges faced by them in their field work. The team's morale was boosted and team bonding was fostered through yet another simple exercise called 'Hot seat'. Each team member was asked to take the hot seat and the rest of the team articulated good things about them. This exercise of complimenting each other brought out a positive team spirit. Through review and evaluation the day's session concluded, leaving the team highly motivated and confident. The team analysed its values, processes and suggested corrective measures to ensure maximum productivity and impact.

Buzz India's funders who offered to train Buzz India's team. The Buzz India team consists of Field Training

The trainers from InTense – Bart, Nicole and Aart, gave the team an engrossing day of experiential learning activities.



Prof. Muhammad Yunus- Our moment of great pride & humility - Prof. Muhammad Yunus took out time to look at the Buzz India Training Bus and met our team



Tata Jagriti Mela



THE YEAR AHEAD AND THE BIG PLAN FOR 2025

As we saw the impact that our work created, we were inspired to dream bigger. We got bitten by the urge to do more and impact many more lives. There are 3 million low income women in the state of Karnataka, India. We want to impact 1 million women by 2025!

We have been gearing up for this challenge -, brainstorming, creating action plans, preparing the team and more - to reach this big goal.

HERE'S HOW WE PLAN TO REACH THIS GOAL:



We will train 112000 women every year from 2018 through 2025 (80,000 women in 2017)



We will empower 560 rural women every year to become community leaders called as Buzz Gelathi's/Friends



Through these women, we will ensure long-term behavioural change



From 4 buses our fleet will grow to 14 buses by 2025



The number of trainers will be more than double—from 12 to 28

Join Us in Our Big Dream!