



Journey of 2013...





Content

- ❖ *Foreword*
- ❖ *Our Golden Circle*
- ❖ *Timeline 2013*
- ❖ *Impact*
- ❖ *Stories*
- ❖ *Financials*
- ❖ *Buzz dream 2014*

Foreword

2013 was the year that saw the dream of Buzz come alive. The year when we started going to the villages of Karnataka on a physical bus. This bus has been on the drawing board for years but to see it alive has been a thrill. A bigger thrill is of course the impact that the bus creates on the ground. The lives that it has touched, the destinies that it has changed.

I think given the constraints that we operated on, with regard to the paper work or the social constraints that the women faced, we have done a good job with the outcomes achieved. It would have been great to end the year with signed documents for the partnerships that we hoped for. But I am sure those will come through this year for us to reach more women.

I am looking at 2014 as the year that we scale up operations to include another bus to our kitty along with reaching 3000 women with the first bus.

There are many more women who are waiting for our Buzz to change their destiny...

Uthara Narayanan
Project Manager - BUZZ



Buzz foot-soldier

In the last 14 months as a Buzz trainer on the ground for me has not been about just delivering content, It is about delivering a programme which is transformational for the women while empathizing with their situation.

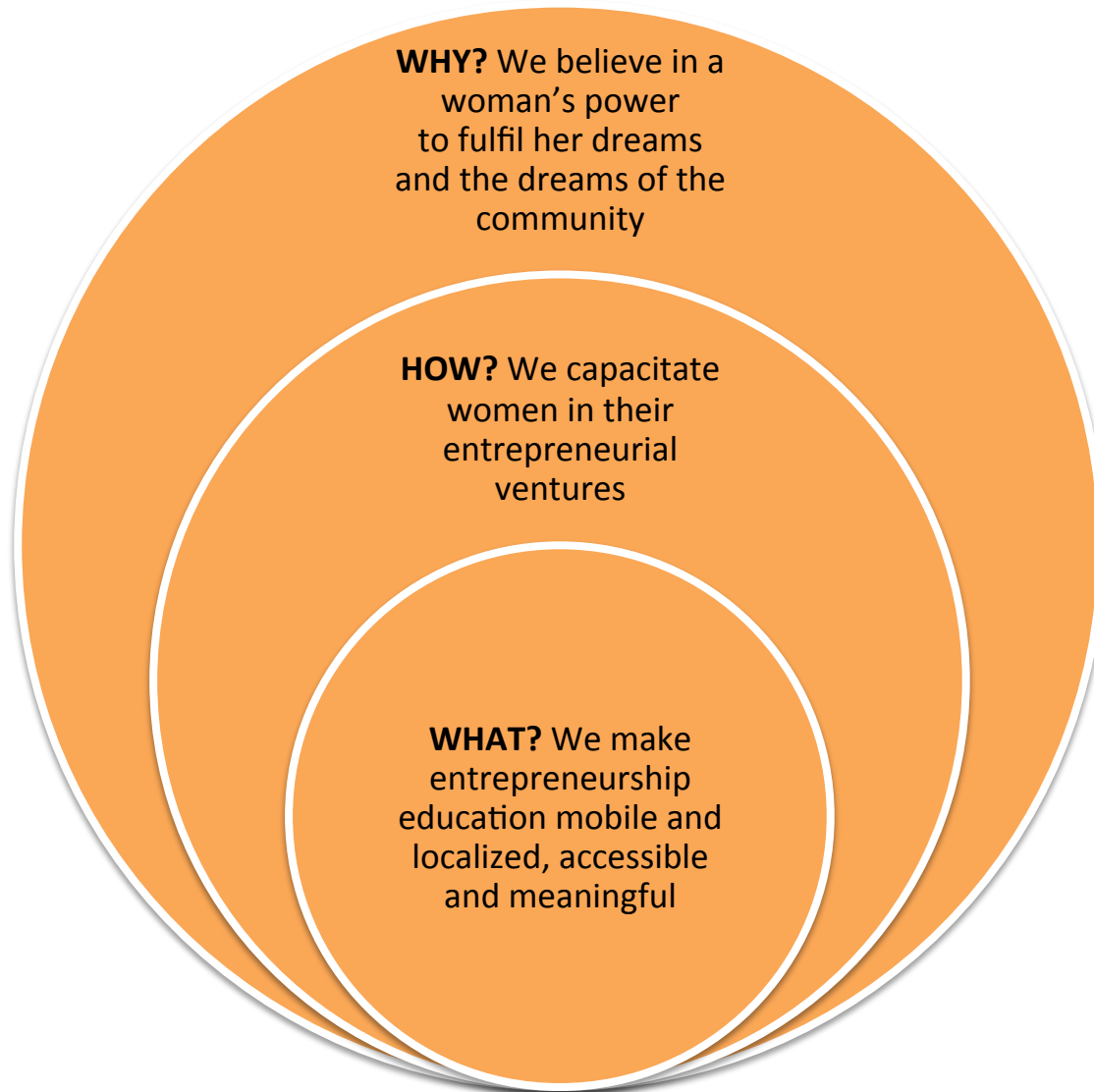
There are many transformations in the women that I see, some are immediate and some take their time to come. But what keeps me going to the field every day is the changes in the lives of the women for the better. One woman named Savitha had given up on collaborating along with her husband in their financial decisions. She felt that the debt created by him was his and not for her to worry about. After coming to the first day's training she went back home and sat her husband down for a constructive conversation. She told him that she wanted to work along with him to reduce their debt and increase their savings for their childrens' future. When she told me about how she had transformed her life and how she worked with her husband as a team, it made me realize the importance of the work that we do.

It is not about delivering content....its about changing destinies

K
Chandrashekaraiah
Buzz Trainer

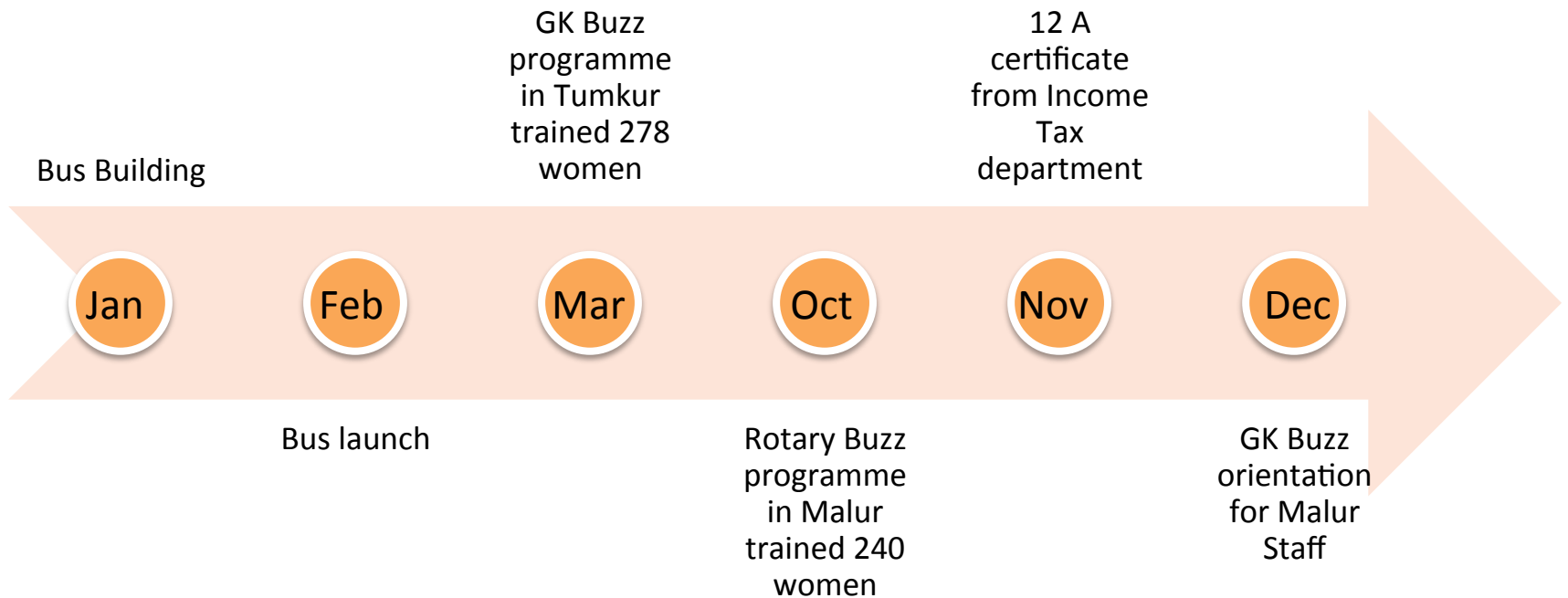


Our Golden Circle



Timeline 2013

3870 kms run
by the bus



Impact

In a project like this it is very difficult to assess the impact immediately since the effects are long-term. Even-so, we find that the women show an understanding of the concept of thinking and planning for the future through their answers at debriefing. They are more articulate about themselves, their dreams and their businesses even with half a days intervention.



Since they all grapple with finances in their lives we felt it was relevant to open them up to aspects of saving and debt management . It has been documented through conversations that on an average they have increased their savings by 97% and 16% of their income.

Though not everybody expands their business or starts a new business, they all are happy with the way they have started doing business and attract and retain customers.

Hasina's Story



It is a story of poverty among affluence. Here was Hasina living among wealth, a house of her own, a thriving business earning her thousands of Rupees a day. Yet she was poor. She came to the first day of training with tears in her eyes. Her husband had tried committing suicide sometime back due to the harassment from creditors. They had taken a lot of loan for his mother's illness and were drowning in repayment interest.

They also lived a life of extravagance since the business was flourishing. Given the current situation they were struggling to cut down on their expenses and finish paying off their debt. It was a combination of financial planning along with confidence building that saw Hasina through.

Within couple of weeks post the Buzz session, she called us to say that she had taken some bold decision. She had sold off her own house to repay all the debt. She was confident that she would build or buy an equally big house within 2-3 years since the business was doing well. With all the tools she learnt at the training she had rebuilt her life.

Devamma the learner

Devamma of Kyathсандara village near Tumkur is a valiant leader. She comes from a mire of problems including lack of money and an abusive husband but she is courageous beyond words. Her best quality is the keenness to learn.



When Devamma came the first day to our session she said that she wasn't sure if she will be able to apply the knowledge due to an unsupportive environment at home. But she was here to learn, learn to be a better businesswoman, learn to put herself on the personal growth path, learn just about anything.

Devamma was so keen on learning that she maintained a notebook with all that we said during the training. She made columns and rows, drawings, bullet points etc so that she could remember every detail from the training.

She also came for another session this year when it happened in her village and insisted that she just wanted to refresh her memory. This session was happening a year after her own training.

With a lot of difficulty she has implemented all that she learnt. She started a new business of a petty shop along with her tailoring business. What brings a smile to our face is when we talk to her now and she says "I think I have to learn a lot more"

Buzz Dream 2014

- ❖ Canara Bank has agreed in principal to work with Buzz to increase the financial literacy among women in the rural areas. Established in 1906, it is one of the bigger banks in India.
- ❖ Get another bus operational by end of 2014 with additional co-workers
- ❖ Start funds mobilization efforts within India through seeking active partners like Canara Bank
- ❖ Looking at opportunity to work with Coca Cola on their 5b20 project where they are empowering women entrepreneurs in rural areas to start business or improve their business
- ❖ Better visibility for Buzz in the Indian media to help us mobilize funds locally

Navya Disha FCRA (BUZZ Project) Account Statement					
Particulars		1-Jan-2013 to 31-Dec-2013			
Closing Balance					
Debit				Credit	
	Rupees	Euros		Rupees	Euros
Fixed Assets	₹ 12,12,428.00	€ 16,165.71			
Fixed Asset Gross Block	₹ 12,12,428.00	€ 16,165.71			
Current Assets	₹ 2,18,468.00	€ 2,912.91			
Bank Accounts	₹ 2,01,975.00	€ 2,693.00			
Staff Work Advance	₹ 16,493.00	€ 219.91			
Indirect Incomes				₹ 27,66,272.00	€ 36,883.63
Grants Received – BUZZ				₹ 27,66,272.00	€ 36,883.63
Indirect Expenses	₹ 13,35,376.00	€ 17,805.01			
BUZZ Project Expenses					
Administartive Expenses	₹ 78,507.00	€ 1,046.76			
Bank Charges	₹ 955.00	€ 12.73			
Buzz Programme Exp A/c	₹ 52,568.00	€ 700.91			
Salaries	₹ 8,08,350.00	€ 10,778.00			
Staff Travel Expenses	₹ 2,23,257.00	€ 2,976.76			
Telephone Expenses	₹ 2,649.00	€ 35.32			
Vehicle Maintains A/c	₹ 21,766.00	€ 290.21			
Vehicle Tax A/c	₹ 31,747.00	€ 423.29			
Vehicel Accessories	₹ 87,470.00	€ 1,166.27			
Vehicle Insurance	₹ 16,735.00	€ 223.13			
Vehicle Registration Expenses	₹ 11,372.00	€ 151.63			
Grand Total	₹ 27,66,272.00	€ 36,883.63		₹ 27,66,272.00	€ 36,883.63

I have the confidence now to grow my business



You made us think by giving us the space and asking the questions about ourselves

I am so proud of my achievements till now which you showed to me during the assets and liabilities module

Now I know where I have lost my money in the business and will reach my goal as set during the financial goal module

