



# Annual Report

APRIL 2022 - MARCH 2023



A project of Nivesh Foundation for the  
welfare of the differently abled persons  
(a not for profit company)



[www.snehindia.com](http://www.snehindia.com)

# VISION AND MISSION

01

## VISION

To create a sustainable livelihood for adults with special needs through sheltered employment opportunities.

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## MISSION

Bring together adults with special needs and also institutions that work with adults with special needs through a common platform -The Special Need Empowerment Hub (SNEH) and facilitate their productive engagement based on their skill set, thereby creating financial independence and dignity.

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## CORE PURPOSE

To empower adults with special needs





## WHO ARE WE AND WHAT WE DO AT SNEH

We stand for positive and productive engagement of adults with special needs by providing them a platform where they can employ their skills for creative and economic gains and be a contributing member of the society. We market products made by them and also help in the value addition of the products to enhance marketability and thereby bring together consumers and products.



We aim to foster a sense of belonging, inclusion and purpose through this capacity building activity. We work towards creating a sheltered employment hub for the welfare of the differently abled persons. This hub will facilitate the engagement of their skills and thereby result in economic independence.





# IMPACT AT A GLANCE FOR THE YEAR 2022-23

## AT A GLANCE

By marketing the products made by adults with special needs SNEH has helped create a positive economic impact and sheltered job opportunities. This opportunity helped increase their self esteem and confidence, improve social skills, enhanced quality of life and increased awareness and acceptance in the community at large.

Adults with special needs who have a job can feel a sense of purpose. Overall, SNEH by creating these job opportunities works towards an inclusive and diverse community where everyone has the opportunity to contribute and achieve their potential .

 **38%**  
Distributed back to the special abled community

 **400+**  
Orders executed

 **14 UNIQUE SKILLS**  
Resulting in 75+ product variants

## OUR JOURNEY

We began our journey in December 2019 with a vision to empower and financially enable the adults with special needs. In three years we have reached out to 300 + beneficiaries out of which 18 of them are directly working with us and the remaining work out of the NGOs partnered with us. They are engaged in making and value addition of the products which are taken to the commercial market by SNEH and thereby resulting in livelihood creation and economic advantages.

### 2022-2023

This year we witnessed the desired organic growth. From 5 partnering institutions in 2019 we are now with 20 NGOs. From 10 products we are at 75+ product varieties involving 14 unique skills.

**18**

INTERNS

**20**

INSTITUTIONAL  
PARTNERS

**275+**

PARTICIPANTS

**38**

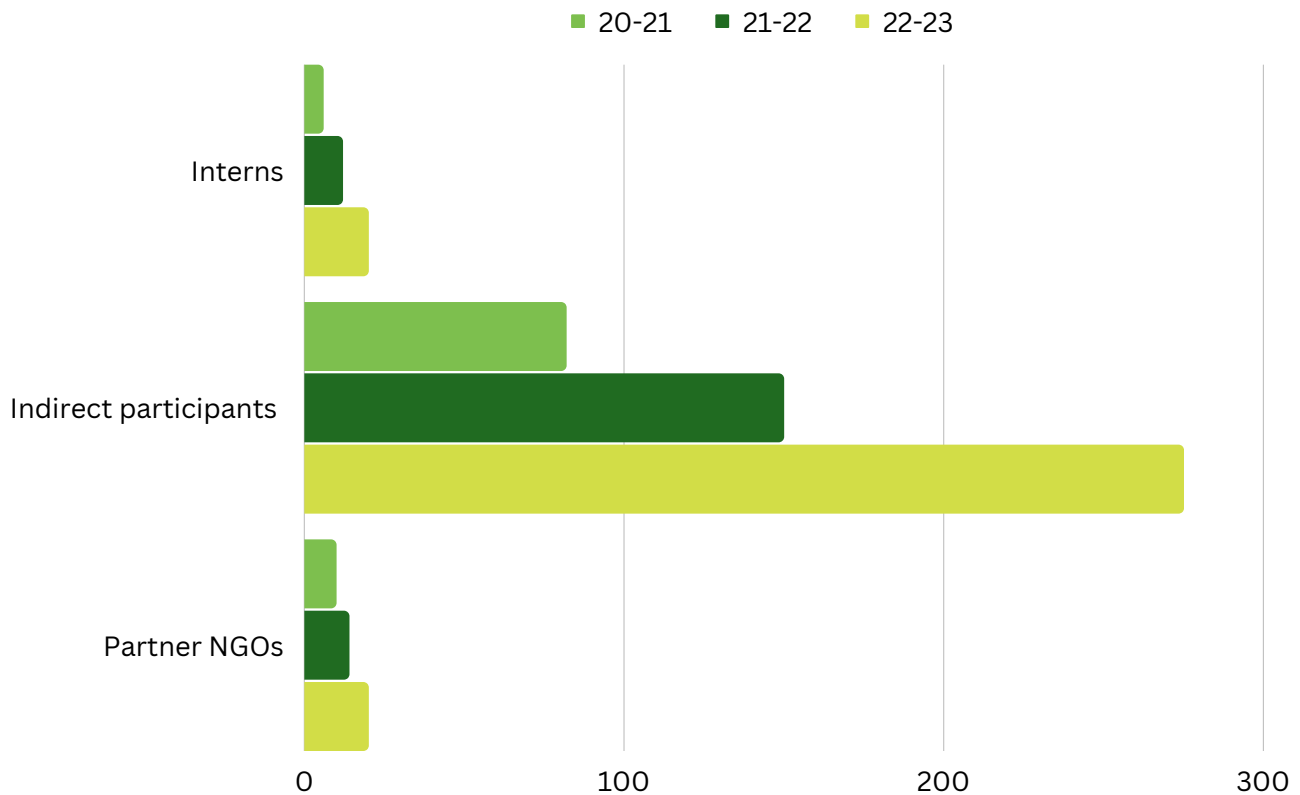
CORPORATE  
CLIENTS

**5300+**

GIFTS & HAMPERS  
PACKED



# GROWTH IN LINE WITH THE VISION

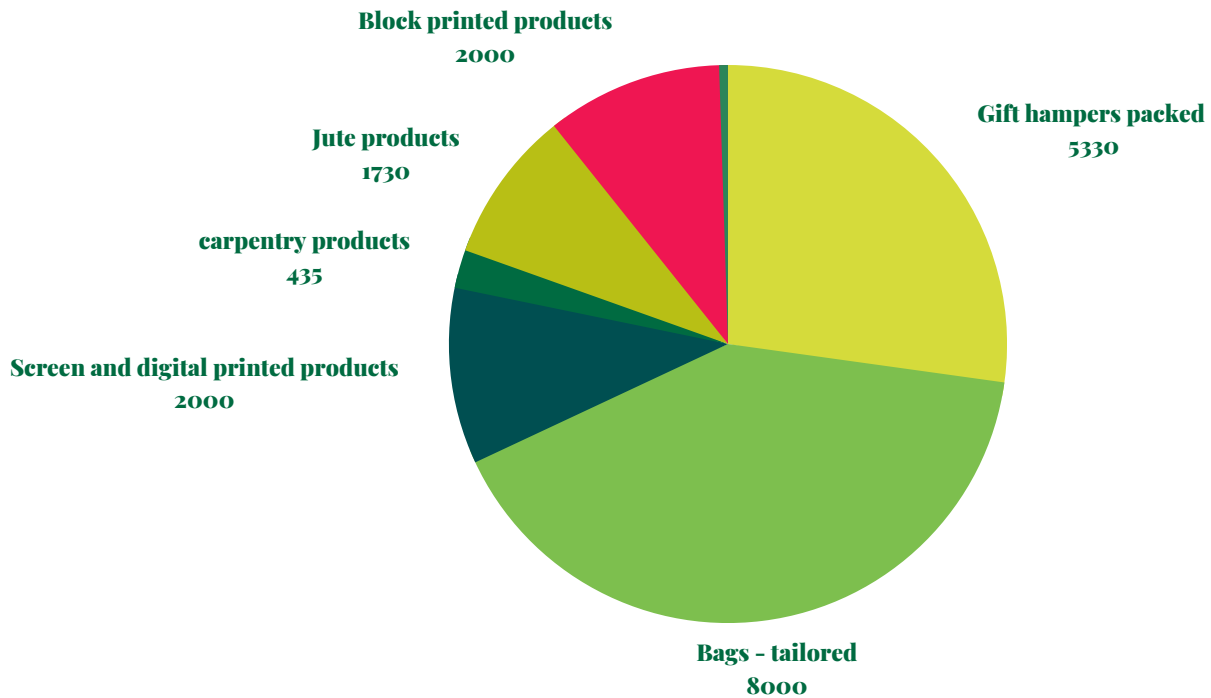


## KEY ACHIEVEMENTS

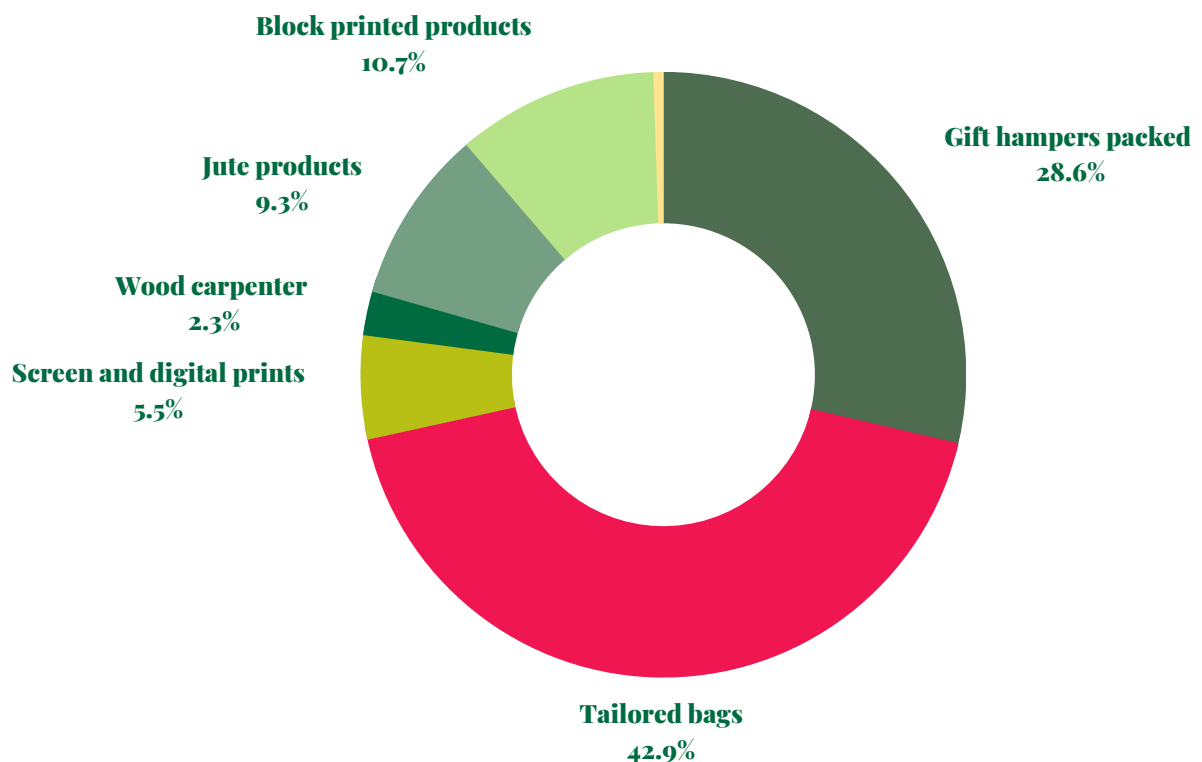
- Year 22-23 has been a year of growth and reach for building the hub.
- We have partnered with 20 NGOs providing vocational training for adults with special needs thereby reaching out to 275+ participants.
- We have directly impacted 18 interns through the internship program and provided sheltered engagement activities such as packing, logistics management, inventory upkeep etc.

# PRODUCT COMPOSITION

## BREAKUP OF PRODUCTS SOLD - CATEGORY



## PRODUCTS AS A PERCENTAGE OF ANNUAL TURNOVER



# PRODUCT ANALYSIS - KEY HIGHLIGHTS

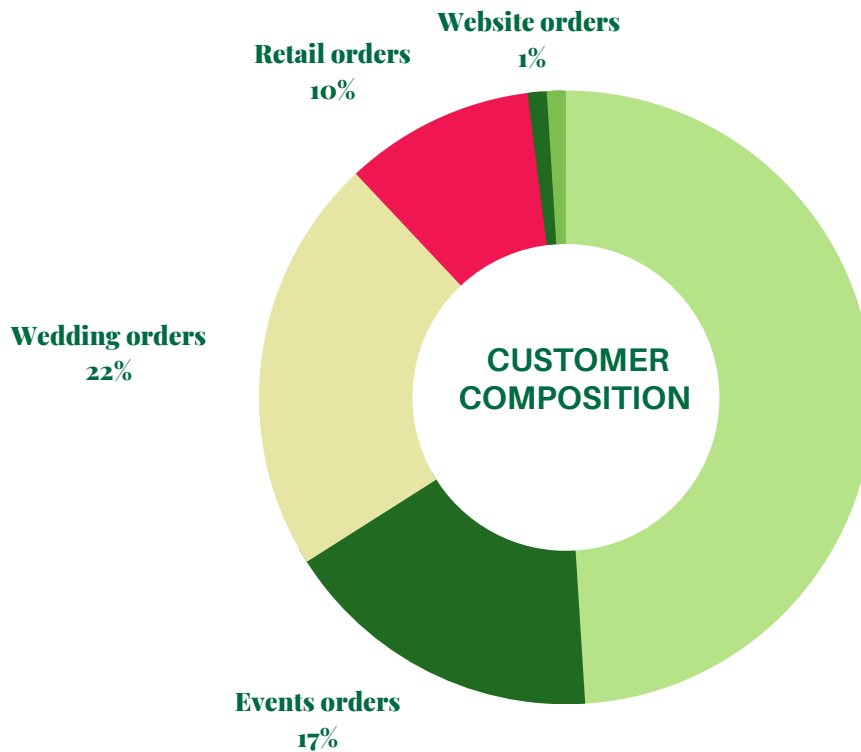


- Bags have been our best sellers. We have tailored bags for corporates with their branding, catered Tamboolam bags for weddings, birthday celebrations and many other occasions. We have sold close to 8000 bags.
- Gift hampers have also been sought after especially our hand painted boxes which were gift tagged with golden ribbons. We have packed and sold close to 5500 hamper boxes this year.
- The dry fruit box collection was also a favourite. We had the trays and boxes with jute detailing done by our interns and colourful boxes to suit the festive seasons.
- We curated different catalogues for the various seasons Dussehra, Diwali, New year, Father's day, Women's day etc. We also floated catalogues for corporate gifting, corporate hamper boxes, little gifts for all occasions, kids collection etc.
- Hand made products especially jute products and art work tray/coasters were also preferred for return gifts for weddings and special occasions.



# CUSTOMER COMPOSITION

## CUSTOMER COMPOSITION AS A PERCENTAGE OF SALES



Corporate orders  
49%

## KEY HIGHLIGHTS

- Corporate orders vs individuals as a percentage of the turnover was almost close with **corporates accounting for 49%**.
- SNEH catered to **38 corporates, 29 weddings and 104 events**. 100% increase over previous year.
- Corporates orders were also mostly during the festive season while the individuals were spread out across the year.
- **Designing and delivering customised bags and products** continue to be the key that attracts customers.
- We have a few corporates who regularly source their gifting requirements from us like Sammunati, DVS Advisors, Equitas Bank, Saksoft, First Hive, Crayon Data, Spice culture, Global Theeni, Credit Mantri, Banconus, Yogadarshini, etc
- In the wedding segment the largest single order was tailoring, printing and tagging special cards of 2000 cloth thamboolam bags with a turn around time of 15 days.

# INTERNSHIP PROGRAM AND SKILL DISTRIBUTION



## MEASUREMENT OF PERFORMANCE

- All the interns engaged are financially benefitted through stipend based on their attendance and performance. They are our direct beneficiaries. We are proud of these interns who are productively engaged in packing, branding, inventory and office management and related activities at the Hub.
- The Partner NGOs are also compensated financially for the indirect beneficiaries trained by them for project SNEH activities.
- We continue to mainly engage in tailoring, block printing, weaving, carpentry, art on various mediums, hand made crafts, digital printing, screen printing, jute braiding, chocolate making, candle making, gift box wrapping, dry fruit boxes weighing and packing, cookies and gourmet processing etc.
- There has been productive engagement of all the participants across the 14 skill training avenues identified and resulting in over 75 product varieties being marketed and promoted.

# FINANCIAL ANALYSIS

## PRODUCTS AND REVENUE

In 2022-23, we continued to sell our products, which included eco-friendly and fair trade items such as bags, office essentials, home décor, corporate gifting options and festive gift hampers. We catered to weddings, conferences, special occasions and corporate gifts for celebration days.

We managed to increase our turnover 1.4 times compared to the previous year. This was due to our focus on improving the quality and diversity of our products, as well as the effectiveness of our marketing efforts. We also introduced easy shipping methods to improve the customer experience.

Throughout the year, we launched several catalogues and hamper options to attract various individuals and corporates. We included close to 75 varieties of products across our five main categories.



## IMPACT AND PROGRAMS



The flagship internship program that was launched in September 2021 saw good progress in 22-23. We had 6 new interns join us taking the total strength to 18 - 50% increase over previous year. The economic benefit transferred to them increased by 1.5 times.

We continued to reach out to NGOs working in the space of training and educating adults with special needs and was successful in adding 6 new partners taking the total strength to 20. This in turn increased the total number of indirect beneficiaries from 150 to 275 - a 83% increase in outreach. Also the financial benefit transferred to them has increased by 1.1 time over previous year.

We also encourage - Special Parent Entrepreneurship Program - and have seen traction in parents joining in for the cause of empowerment. 2 parents have been identified and working with us one in the printing industry and the other in the promotion of art.

**We have redistributed 38% of our turnover to the specially abled community.**



# FINANCIAL SUSTAINABILITY

One of our main goals for 2022-23 was to improve our financial sustainability and transparency. We achieved this through several measures, such as:

## COST-EFFECTIVENESS

We periodically review our operational expenses and reduced unnecessary or low-impact items. We also renegotiated contracts and agreements with logistics partner to help to optimize our delivery and resources.

- Direct cost of production stands at 78% of the total sales and and this a direct metric of capacity building and engagement with more NGOs.
- Indirect expenses has increased in line with expanding operations.
- Capital expenses have also increased as we have invested in movable assets like racks, storage bins, air conditioner and basic office furniture to improve work space infrastructure.

## FUNDRAISING

We continue to reach out for local donations for building our infrastructure and project corpus. We have a process focused on regular communication with our supporters, thanking them for their contributions, and informing them about our progress and challenges.

## ACCOUNTABILITY

We implemented a new financial management system, supporting our inventory requirements, creating dashboards and improving the transparency of the social cause and impact.

# PROUD CORPORATE PARTNERS

HIGHLY THANKFUL TO THESE WELL WISHERS FOR THEIR  
CONSTANT SUPPORT



MULTI<sup>✓</sup>ISTA



Refle<sup>o</sup>ctions  
IDEAS MADE REAL



Expanding Horizons



KARNATAKA STATE  
CHARTERED ACCOUNTANTS ASSOCIATION®



The Society of Auditors  
Symbol of Accountability



# PARTNERING INSTITUTIONS



The **AMAZE** Charitable Trust  
Helping Families Navigate the Autism MAZE

GOWRIN  
SPECIAL  
SCHOOL



A Brush With Art



# OUTLOOK 2023-2024



Looking ahead, we are optimistic about the future of our NGO and the continued positive impact we can make in the lives of people with special needs. Here are some key areas in which we plan to focus our efforts:

- 1. Product Development:** We plan to strengthen our product line and understand the USP of our best selling products and continue to improve the quality and design of our existing products to ensure that they are competitive in the market. we may go deep and not wide in our product categories.
- 2. Marketing and Distribution:** We will be investing more resources in our marketing and distribution channels to increase our visibility and reach. We will be exploring new online platforms, social media, and partnerships with local businesses to bring our products to a wider audience.
- 3. Partnerships and Outreach:** We will continue to strengthen our partnerships with organizations and individuals who share our vision and values. We will be developing new programs and projects to reach more individuals with special needs and create a more inclusive and supportive community.
- 4. Financial Sustainability:** We will be implementing new strategies to ensure the financial sustainability of our NGO. We will be exploring new revenue streams, optimizing our operational costs, and engaging with our donors and supporters to ensure a steady stream of funding.

We are confident that these initiatives will enable us to grow our impact and continue to create meaningful employment opportunities for individuals with special needs.

We thank you for your trust, support, and partnership, which have been crucial to our success. We look forward to continuing our work in 2023-24 and beyond, with a renewed commitment to impact, sustainability, and collaboration.



# GOVERNANCE

## BOARD OF ADVISORS

Backed by a very distinguished Board of Advisors who are just a call away to help us in the implementation and execution of our programs.

For complete details of our board please click here – <https://snehindia.com/about-sneh/our-team/advisors/>



## STEERING COMMITTEE

Year 22-23 helped us bring together key members of partner NGOs to steer project SNEH. We have set up a steering committee with four key members along with advisory board members. These key members are heads and decision makers of partnering institutions and shall work towards more outreach as it would be a win-win for both. Further they come with a lot of experience in the field of special education and vocational training and can help in developing programs to align with the common goal of empowerment.



A happy team of three directors, 5 core staff, 3 support staff come together with a lot of commitment and purpose to achieve the vision envisaged. [click here to know more](#)

# HOW CAN YOU HELP

## SHOP FROM US:

- Whether you are a retail customer or a corporate your purchase from us will directly help empower special needs adults with financial independence and dignity in society today.
- Corporates can source their employee gifting options/seasonal gift boxes from our curated catalogues and thereby collaborate with us to create more livelihood activities.

## DONATE TO US

We are CSR compliant and eligible to receive donations to build our infrastructure and create more sheltered employment opportunities for adults with special needs.

## VOLUNTEER WITH US

If you are a student or an employee wanting to volunteer for a cause close to you heart..well you can spent some time with our intern team helping them with peer interaction and also give a helping hand during our peak festive seasonal packing activities.

By choosing us, you are not only getting a high-quality product, but you are also contributing to a meaningful cause and supporting the empowerment of individuals with special needs.






[Click here to look at our catalogues](#)





# CONTACT US

Do you want to get in touch with us?

 Address/Store	10/23, Tiruvengadam Street, R.A Puram, Chennai 600 028
 Phone	9840076322
 Instagram	<u><a href="#">snehproducts</a></u>
 Facebook	<u><a href="#">special need product hub</a></u>
 LinkedIn	<u><a href="#">SNEH (Special Needs Empowerment Hub) India</a></u>

