

A close-up photograph of two women wearing vibrant blue shawls. The woman on the left is older, with grey hair and a nose ring, looking slightly to the side. The woman on the right is younger, with dark hair and a nose ring, looking directly at the camera with a slight smile. The background is blurred, suggesting an outdoor setting.

OUR CORE BUSINESS:

CO-CREATING
JOBS
FOR
WOMEN
IN RURAL
INDIA

WOMEN ON WINGS



“
Cooperation is
the thorough
conviction
that nobody
can get there
unless everybody
gets there

”

Virginia Burden
Tower, author

The challenges in India's social space are too great for any one organization to solve alone. Our successes depend on our many partners. Like donors, social entrepreneurs and professionals who share their network, time and talent. All with one aim: to take families in rural India out of poverty. Through sustainable economic development.

Together we can create a larger impact than individually. Collaboration is key in changing the world and making it a better place for those who have been less fortunate.

WOMEN ON WINGS



Because a job means a better life

WHY | TAKING RURAL FAMILIES OUT OF POVERTY

Our mission is to take families in rural India out of poverty through economic development. When rural women have control over the household money, this has positive impact on the overall well-being of the family. Women will spend their income on their families. Children can go to school, which increases their chances of a better future. It is the way to break the cycle of poverty (World Bank).

HOW | BY CREATING JOBS FOR WOMEN IN RURAL INDIA

We provide tailor made business knowledge and mentoring to Indian social enterprises to scale their business and thus co-create sustainable jobs for women. Our experts have 15+ years of experience in e.g. marketing, finance, organizational development, product development, production, social media, supply chain management.

WHAT | ACCELERATE GROWTH OF SOCIAL ENTERPRISES

We partner with social enterprises in India and bring in business knowledge and mentoring. By improving the business of our partners, more products will be sold and more jobs are created. Thus, we co-create lasting impact.



The Women on Wings approach

Women on Wings was founded in 2007 with a mission of co-creating one million jobs for women in rural India. Sharing strategic and practical knowledge across the value chain, creation of sustainable business models and long-term relationships are the ingredients for the successful recipe.

OUR SERVICES

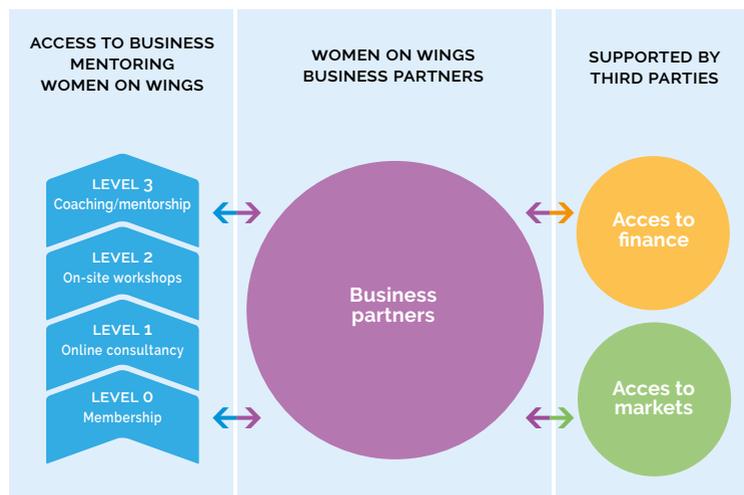
We are a not-for-profit, but per April 2019 we ask a nominal fee for our services, around 20 to 30% of our out of pocket expenses for a two-day workshop or a full mentoring program. This way we get the business partners' commitment, or their 'skin in the game'.



Our services



Community platform



There are three critical elements that enable an enterprise to scale: access to finance, access to market and access to human capital. We provide access to human capital, but we also need to facilitate access to market and access to finance in order to accelerate the growth of our partners. To facilitate access to finance and access to markets, Women on Wings is developing an online platform that focuses on "job creation for women in rural India".

The main objective of the platform is to connect social enterprises with multiple stakeholders and create a network and community forum where knowledge and best practices can be shared. The platform will be launched end of 2019.

WHAT OUR BUSINESS PARTNERS SAY ABOUT US



SHUBHRA DEVI

founder and CEO
at Meira Foods:

"We had two online workshops with Women on Wings that were really very helpful and insightful. We discussed many topics, like how to improve quality control, how to tap national and international markets, what technical support do we need and is the second line of management in place. Before we knew it, two hours had passed. We jointly set goals and priorities and put an action plan in place which we shall be reviewing every quarter."



PUNEET JHAJARIA

co-founder and CEO
at CropConnect:

"It really helps to have a mentor like Women on Wings, which makes you look at things from a different angle. We regularly meet and just sit and talk about the business. Where we are now and where we want to be next. They don't judge, they just want us to become better so more female farmers can find employment through CropConnect. We also have a lot of fun together since all Women on Wings experts bring some kind of joy. I really love working with them."



ANJALI SINGH

founder and CEO
at Jute Artisans Guild
Association:

"Women on Wings is the best thing which has happened to me in my entrepreneurial journey. Their experts bring real insights on various issues like branding, waste management, sales and marketing or our supply chain. A real booster for our organization. The experts share how we can improve things and make us look at our business in another way. That helps us reach another level and ultimately will result in engaging more artisans."

ACTIVITIES AND RESULTS FROM A SELECTION OF OUR BUSINESS PARTNERS IN FY 2018-2019

BUSINESS PARTNER	WOMEN ON WINGS ADVISED ON	RESULTS
ACT since 2019 textiles & handicrafts	<ul style="list-style-type: none"> Business strategy Sales and marketing plan 	<ul style="list-style-type: none"> New value creating opportunities identified SMART business goals for FY2019-20 established A clear sales process established for the B2B segment (has already yielded results in terms of increased retail presence and shelf space)
GoCoop since 2015 textiles & handicrafts	<ul style="list-style-type: none"> Review of strategy and positioning of Go-Coop, online and off line Branding of The Good Loom 	<ul style="list-style-type: none"> Completed new strategy for online and off line business Brand strategy and identity of The Good Loom developed
Grameen Sahara since 2016 food & agri	<ul style="list-style-type: none"> HR Policies and practices for the Silk and Spice business entities Organization structure Job descriptions (JDs) including KRAs for key roles 	<ul style="list-style-type: none"> Clear and relevant guidance on HR for the two business entities JDs for all key roles developed Conversation on KRAs completed with all employees More efficient recruitment process
Jute Artisans since 2018 textiles & handicrafts	<ul style="list-style-type: none"> Business planning and strategy development Sales and marketing plan Inventory management 	<ul style="list-style-type: none"> Business strategy developed, using CANVAS model Sales & marketing strategy and implementation plan delivered Stock management organized physically and in numbers (control)
KNIDS Green since 2017 food & agri	<ul style="list-style-type: none"> HR strategy and structure Cost pricing Procurement process 	<ul style="list-style-type: none"> Structure of organization defined Job descriptions Appraisal forms Team development exercises New model for cost pricing developed Procurement assessed and re-designed

PER SEPTEMBER 2019 WE WORK WITH



WHERE WE WORK

Women on Wings works pan India. The stars in the map mark the locations where our partners operate their businesses from.



Women on Wings' human capital

'Human capital' is the core of our service. Women on Wings provides business consultancy and mentoring to social entrepreneurs who employ women in rural India. Our volunteer experts offer their time and talent in e.g. marketing, finance, product development, production, retail and supply chain management to our business partners. In FY 2018-2019, our 54 experts plus our team spent over 19,163 hours, or 2,395 working days, supporting the growth of our business partners in India.

Fifty-four professionals share their time and talent with our business partners in India and some also with the Women on Wings organization itself. Each expert brings over 15 years of professional experience and is dedicated to the Women on Wings mission of co-creating one million jobs for women in rural India.



ANTOINE MILTENBURG

Is an expert in the agri business, specifically in technology and business development

"Ever since graduating from the Wageningen University and Research in the Netherlands, I have been working as a business developer in agribusiness in the Netherlands and abroad. What I particularly like in Women on Wings is the entrepreneurial approach. It challenges me to look for the best way to support our business partners. Although business might not solve all the challenges we face, I do think it can take its fair share in our responsibility as a society to make the world a little better. When people develop a business to not only make a profit for themselves and their family, but also to make improvements for their community, they earn all the support that we can give."



NICOLE DOORBOS

Is a professional in HR and organizational development

"I may be an expert in my work in the Netherlands, in India I really need to step outside my comfort zone. I cannot simply 'translate' our solutions, but I have to find those things, which are important and desirable in India too. Value addition, trust, connection and responsibility are the values that help me to look for suitable and realistic solutions, jointly with the partners. Only then, we can achieve results. The partners that I worked with in India, strongly act from their mission, vision and values. For them, financial independence and enhancement of women's well-being in rural India is the guiding principle in everything they do. A beautiful and powerful experience. When two cultures meet, I experienced that asking questions is very enriching for both parties."

SOME OF OUR FUNDING & NETWORK PARTNERS SUPPORTING OUR MISSION

EXPORT & IMPORT BANK OF INDIA



EXIM Bank of India is the premier export finance institution wholly owned by the Government of India.

OUTCOMES

- Financial contribution to Women on Wings
- Aimed at the organization of two 2 days' summit for our business partners
- Great PR for our brand

It plays a major role in partnering Indian industries, particularly SME's, in their globalization efforts, through a wide range of products and services offered at all stages of the business cycle.

RANG DE



Rang De is a pioneering, non-profit, web-based social initiative. It reaches out to underserved communities through economic (microcredit) and social empowerment that has a positive impact on business, education, health and environment of the communities it works with.

OUTCOMES

- Leads generation from Rang De's artisans community network
- Exploration of joint programs through which Indian rural social enterprises could be supported
- Rang De's not-for-profit entity Habba, could be a marketplace for our business partners

OIL AND NATURAL GAS CORPORATION



ONGC is India's largest producer of crude oil and natural gas, contributing around 70% of Indian domestic production. ONGC is India's

top energy company and ranks 17th among global energy majors (Platts).

OUTCOMES

- Financial contribution to Women on Wings
- Aimed at the implementation of an employment generating program for 50 rural women in Assam in partnership with our business partner Tamul Plates

VOICES SUPPORTING TO BUILD OUR SUCCESS



HER MAJESTY
QUEEN MÁXIMA OF
THE NETHERLANDS

"If you invest in a woman you invest in a whole family. Women on Wings starts where others normally stop. Sharing knowledge and skills is just as important as micro-finance. Women on Wings has helped to improve the lives of more than 200,000 families in rural India. By sharing knowledge and skills, it enables women to earn their own living. A wonderful example of helping people make a better future for themselves and their communities."



DR. SHALINI SARIN

Board Chair for Signify Foundation and Advisor Solar business Philips Lighting

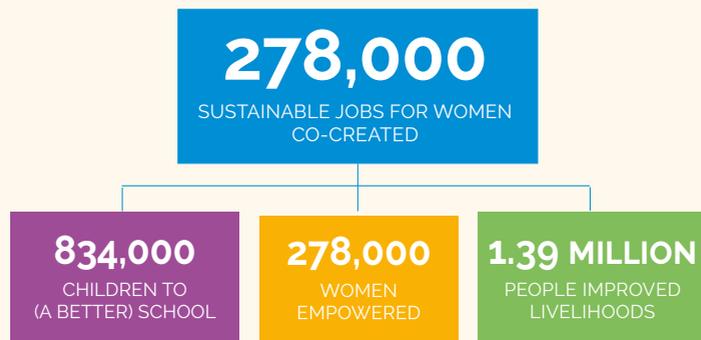
"We are very impressed with the approach and thoroughness in ways of working by Women on Wings. Their structured, on the ground deployment and execution of the lighting program gives us a lot of confidence. Their survey on outcomes and impact assessment in villages where our solar lights were distributed helps us build a lot of trust. We would like to use this report template as a best practice with our other partners for various projects across the world for monitoring and evaluation"

Women on Wings impact

ONE MILLION JOBS

We aim to co-create one million jobs for women in rural India by working with Indian social entrepreneurs who share our vision of sustainable growth in jobs and income for women. From the start in 2007 to September 2019, Women on Wings has co-created 278,000 jobs for women in rural India. Our impact so far:

IMPACT OF OUR WORK



SUSTAINABLE DEVELOPMENT GOALS

Through our work, we contribute to UN's Sustainable Development Goals:



How to support Women on Wings



EXPERTS

Business professionals with at least 15 years professional experience who wish to make their knowledge and skills available to social enterprises in India. For example specialists in marketing, production, supply chain, communication, finance and retail.



FUNDING PARTNERS

We aim for longtime partnerships with companies, corporate or private funds, HNI's to make the needed long term and consistent commitment to Indian social entrepreneurs possible. Aimed at development of sustainable jobs for women in rural India



NETWORK PARTNERS

The sharing of network, services and/or products to Women on Wings for free or at significant reduced cost, is also supporting towards the creation of jobs for women in rural India.



FRIENDS

Individuals from the private sector, who understand the importance of our work, believe in economic development and like to support financially with a minimum of 100 euros or 5,000 INR per year.



WOMEN

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