



**pollinate group**

Empowering Lives, Sustainably

# POLLINATE GROUP ANNUAL REPORT 2024



**Empowering Women, Transforming  
Communities**

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# EXECUTIVE SUMMARY

## Empowering Marginalized Women. Creating a Ripple Effect of Change.

2024 was a transformative year for Pollinate Group — a year where bold vision met grassroots action, and where the strength of marginalized women created powerful ripples of change across communities in India and Nepal.

At the heart of everything we do is the belief that when one woman rises, she brings her community with her. Through entrepreneurship, leadership, and access to sustainable solutions, these women became catalysts of progress — lighting the way for others and shifting the narrative from survival to strength.

We have achieved record-breaking growth in Nepal, generating AUD \$1,47,000 in product revenue—our highest to date. A 45.5% increase in reach, contributing to a 51.26% rise in revenue, highlighting the power of economic empowerment. Global philanthropic support grew by 32.87%, reaffirming trust in our mission. Strategic partnerships expanded by 36.36%, extending our reach into underserved communities. We also launched innovative, tech-driven programs to advance digital financial literacy and inclusion, equipping women with tools to thrive in a connected world.

Ripple effects are transforming lives across Nepal. With support from SNV Nepal, over 1,000 households have shifted from biomass to clean electric cookstoves, improving health and reducing environmental impact. In partnership with Electricians Sans Frontieres, five solar water pumps were installed in remote areas, cutting costs and enhancing farming productivity. Our Menstrual Hygiene Initiative, backed by Wheels Global Foundation, brought dignity and access through the installation of five sanitary pad vending machines. Meanwhile, fellowship programs connected students and professionals globally, fostering learning, dialogue, and cross-border collaboration.

The impact on women and communities has been profound. A remarkable 89% of women entrepreneurs reported increased confidence in managing financial transactions and making business decisions. Additionally, 67% now play a key role in household decision-making, reflecting a significant shift in power and agency. Families using Pollinate's products have seen 57% cost savings, 33% time savings, and a 30% improvement in overall quality of life — creating a ripple effect that continues to uplift entire communities.

Empowering women, transforming futures. Together, we're igniting a ripple effect of change, fueled by collective belief, support, and vision. Thank you for being part of the Pollinate story."

Everything we've achieved — every milestone, every empowered woman, every uplifted family — is because of you. Your belief, your support, and your shared vision for equity and dignity are what fuel this journey.

Together, we are not just changing lives — we are transforming futures. Let's continue to ignite ripples of empowerment, one woman, one community, one breakthrough at a time.

Thank you for being part of the Pollinate story.

# MESSAGE FROM THE BOARD CHAIR



When Pollinate Group was first founded we had our focus on addressing energy poverty in India as our highest priority. While this remains one of our core aims, we continue to grow our impact by expanding our network of women entrepreneurs. By empowering both the women who sell our products and the people who purchase them, we are truly changing lives and changing whole communities.

In reflecting on 2024, I want to particularly acknowledge the growth of our partnerships. Bringing in new partners and growing into new regions is crucial to our mission and I want to thank all of the organisations that have agreed to work with us to find and train new entrepreneurs.

The growth of our work is underpinned by donations from people and organisations who share our values and commitment to driving progress. Thank you to everyone who has contributed. Whether your contribution was large or small, it made a difference. I particularly want to acknowledge the growing number of large donors who have recognised the importance of working with us to define the use of funds. Every dollar raised for our mission goes towards funding the systems and networks that support our model. Funding that allows flexibility in the way it is deployed allows us to focus more of our time on actually delivering on our ambitious goals. To support the range of philanthropic contributions that we received, I am very proud of our high level of compliance with our governance and audit processes.

2024 saw substantial growth in our team and I welcome all of our new employees, entrepreneurs and partners. I also want to acknowledge that, in December 2024, we celebrated 5 years since Sujatha Ramani joined as our CEO. I was in India when Sujatha made the decision to join us but then had to watch remotely how Sujatha led our organisation through the global pandemic and the many associated changes to the environment in which we operate. Thank you Sujatha, for your leadership, ambition and endless positivity.

In 2024, our Fellowship programs began to grow again after the pandemic and travel restrictions significantly impacted them. These programs were my first introduction to Pollinate Group as a participant and later as a facilitator and I believe they remain one of the most impactful professional development opportunities. Thank you to the organizations that partnered with us in 2024, sending staff and students to our programs. Fellowships provide skilled volunteers for real projects while offering partners tangible benefits and professional development in exchange for their support. Rather than just seeking funding, we create opportunities for organizations to engage with our work directly.

At the start of 2025 we have already set out ambitious goals to empower more people across India and Nepal.

Thank you to everyone that stands with us. We have a lot of work to do, but every day, we really do change lives.

**Scott Watkins**

Chair, Pollinate Group

# MESSAGE FROM THE CEO



Reflecting on 2024, my heart swells with gratitude for the incredible strides Pollinate Group has made along with our supporters, partners, and friends in our mission to empower women entrepreneurs and build sustainable communities. This year has been nothing short of transformative, driven by unyielding resilience, an innovative spirit, and the power of collaboration. Together, we envision a future and actively forge one where women are at the forefront, leading the change toward cleaner, healthier, and more equitable spaces for all.

## Empowering Women Entrepreneurs

In 2024, we welcomed 265 inspiring new women from marginalized communities, raising our total to 2,362.

Of these, an impressive 850 are active entrepreneurs. Together, they have reached over 52,000 beneficiaries this year, earning livelihoods and driving their communities toward the transformative power of clean energy access, creating a powerful ripple effect.

## Driving Income Growth

Our product sales revenue has soared, surpassing expectations at an astounding 119% of our global target. Notably, we witnessed exceptional growth, with 240% in Nepal and 95% in India, resulting in our women entrepreneurs consistently earning higher incomes. Our philanthropic contributions reached AUD 1.388 million, at 92.66% of our target—demonstrating the strength and commitment of our donor engagement and partnerships.

## Environmental and Social Impact

By selling more than 4,110 SDG-7-aligned products, we have reduced 13,000 tons of Co2E emissions, positively influencing the health, hygiene, and safety of 60% of our customers. Every action we take, with your support, contributes to a healthier planet, and we should all take pride in this collective achievement.

## Enhancing Digital Transformation

A remarkable 75% of Women entrepreneurs are now harnessing digital tools such as our learning platform and sales apps, and 421 entrepreneurs are conducting digital transactions. This progress is not just a step toward digital adoption but a leap toward empowerment, setting the stage for 100% digital integration by 2030.

## Expanding Partnerships and Impact

This year, we proudly onboarded 15 new NGO partners, broadening our impact into three additional regions in India while deepening our reach in Karnataka, West Bengal, and Meghalaya. These partnerships are crucial in amplifying our ability to empower women and enhance community impact.

## Looking Ahead

I am grateful for my five impactful years at Pollinate Group that have shaped our mission. Looking ahead, the path to 2030 is clear and ambitious. Our roadmap is focused on scalability, operational excellence, and community-led initiatives. With each Women entrepreneur onboarded, every household served, and every ton of carbon reduced, we collectively build a legacy of empowerment and resilience.

I extend my heartfelt gratitude to our dedicated team at Pollinate Group, which consistently achieves these fantastic results year after year.

I thank our invaluable partners and steadfast supporters for their unwavering belief in our shared mission. Together, we are achieving our goals and reimagining the possibilities for women and communities everywhere.

Let us continue this inspiring journey with renewed energy and determination, confident in our shared ability to create a future where no one is left behind.

Your support and commitment are invaluable to us, and we sincerely appreciate your role in our collective success.

Thank you again, our dedicated supporters, partners, and friends, for steadfastly believing in our mission.

**Sujatha Ramani**

CEO, Pollinate Group



# ABOUT POLLINATE GROUP

At Pollinate Group, we are on a mission to transform lives in India and Nepal by addressing poverty and improving access to clean energy. Since our inception in 2012, we have been dedicated to creating sustainable solutions for marginalized communities, driving impactful change one step at a time.

## A Journey of Impact: From Clean Energy to Women's Leadership

Founded by six Australians in India, Pollinate Group began its journey by distributing clean energy products to underserved communities through a network of local sales agents. This initiative aimed to promote safer and healthier living conditions. In 2018, we expanded our reach and impact by merging with Empower Generation, an organization with a similar mission in Nepal.

In 2019, we took a bold step forward by pivoting our model to focus on empowering women. Today, Pollinate Group recruits and trains women from marginalized communities to become micro-entrepreneurs, known as Suryamukhi a Hindi word for "sunflowers." Through their entrepreneurial ventures, these women distribute clean energy products, fostering healthier, safer, and more sustainable living conditions for their communities.

## A Sustainable Model for Women's Empowerment

Our unique social business model integrates sustainable development with economic empowerment. By training women in entrepreneurial skills such as financial management, sales, communication, and digital inclusion through our highly effective learning management platform, we enable them to run successful micro-enterprises. These businesses provide sustainable products like solar lanterns, clean cooking stoves, mixer grinders sanitary pads, directly improving the quality of life for their communities.

A Three-Pillar Approach to Lasting Change:



### Economic Independence

Women gain financial independence and decision-making power within their families.



### Sustainable Solutions

Sustainable products reduce pollution, improve health, and create safer living conditions by replacing fossil fuel-dependent solutions.



### Social Empowerment

By participating in digital training and accessing banking systems, women acquire skills to confidently manage their enterprises and lead their communities.



## Theory of Change: Women as Catalysts for Progress

At Pollinate Group, we believe in empowering women as agents of change. Our mission is to enable women to lead their communities toward brighter futures by addressing four key areas:



### Reducing Poverty

Empowering households to rise above the poverty line.



### Advancing Women's Leadership

Increasing the number of women entrepreneurs taking on leadership roles.



### Expanding Digital Inclusion

Expanding digital access within marginalized communities.



### Creating Healthier, Greener Communities

Cleaner, Healthier Communities: Promoting safe, sustainable, and eco-friendly solutions.

## Empowering Women, Powering Communities: Clean Energy for a Sustainable Future



### Vision

A world where women are equipped to lead their communities out of poverty.



### Mission

To empower women as leaders of change by distributing products that improve health, save time, and save money for the world's most neglected communities.



## 12 Years of Impact: Advancing Women's Leadership and Clean Energy for Sustainable Change

For over a decade, we have been driven by an unwavering desire to improve social and economic conditions for marginalized women. We are proud of the thousands of Women entrepreneurs who, like blooming sunflowers, spread hope and light throughout their communities. Together, we are building a future where women lead the way to sustainable living and lasting change.



# OUR VISION: TRANSFORMING DREAMS INTO REALITY

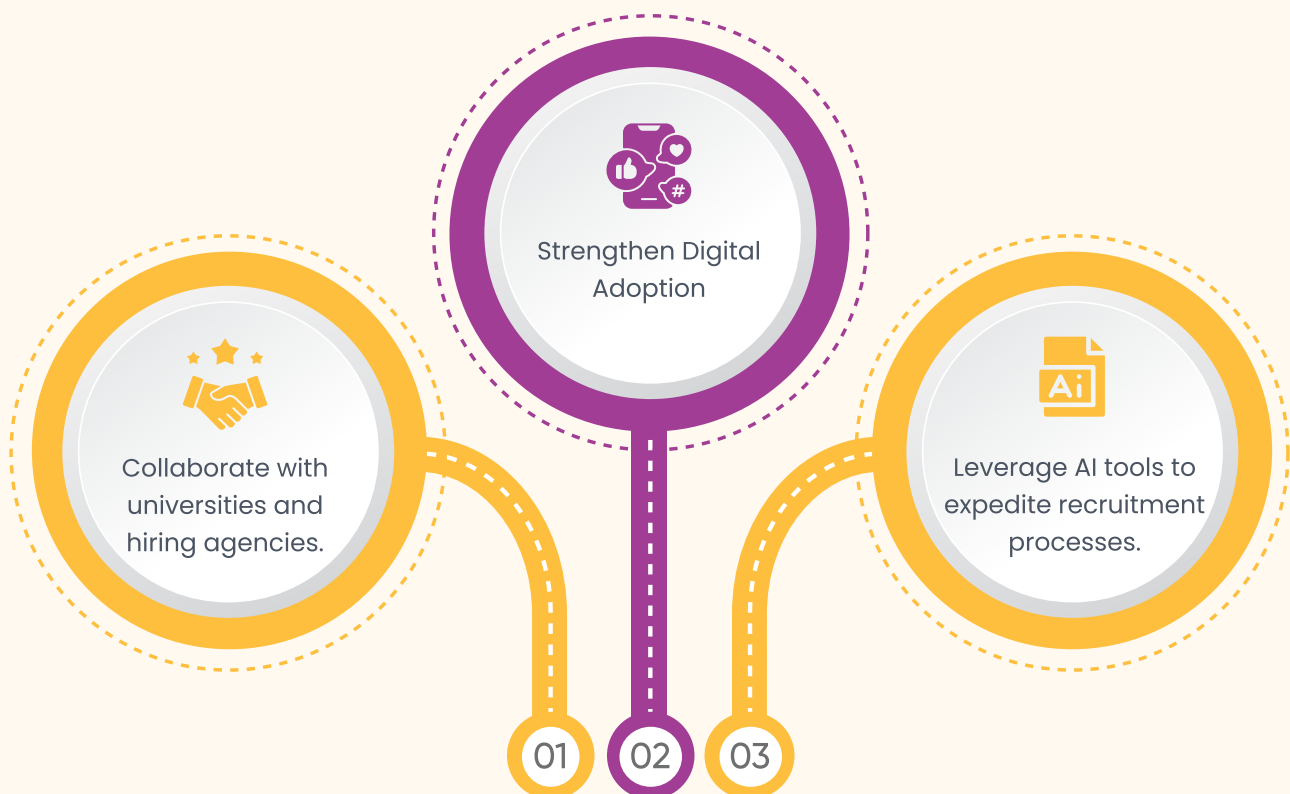


## Driving Innovation, Growth, and Employee Development

Looking ahead, Pollinate Group aims to foster innovation, enhance employee experiences, and build a resilient, adaptable workforce.

## Strategic Priorities for 2025:

### 1. Accelerating Digital Adoption



## 2. Expanding Udaan Sessions



### Elevate Udaan

Broaden the scope of Udaan- Employee upskilling program to emphasize continuous learning and upskilling across all levels.



### Growing Together

Aligning Personal Development with Organizational Objectives, Nurturing Succession Planning and Cultivating Future Leaders.

## 3. Onboarding Automation via Salesforce



Implement an automated onboarding system to enhance efficiency and transparency.

Provide data-driven insights, improving engagement and satisfaction from day one.



# 2024 YEAR IN REVIEW: GROWTH AND ACHIEVEMENTS



Pollinate grew leaps and bounds in 2024, Nepal operations was able to generate a total product revenue of AUD \$1,47,000 which has been the highest revenue generated by the Nepal team. On the growth parameters, the CAGR ( for the past 4 years) for Pollinate Group has been a true testament to the growth with 45.5% growth in the onboarding of women entrepreneurs, 51.26% growth in product revenue generated by the women entrepreneurs, 32.87% growth in the space of philanthropic support we received from across the globe and 36.36% growth in the number of partnerships we established with community based organisations across India and Nepal. These growth numbers are an indicator of our commitment to empower women and continue to impact their communities to have access to better living conditions.

## a. Honoring Special Guests: Strengthening Partnerships for Sustainable Change.

In 2024, we welcomed supporters and partners to witness the transformative impact of our work firsthand. These visits provided an opportunity to connect with our Women entrepreneurs, experience their entrepreneurial journeys, and see the direct results of their contributions in creating sustainable communities. These engagements strengthened our collaborations and inspired deeper commitment to our shared mission of empowering women and addressing poverty.

## b. Fellowships 2024: Empowering Change Through Community Engagement

Throughout 2024, our Fellows collaborated with like-minded peers and experienced mentors to tackle pressing social and environmental challenges. The immersive program included workshops, fieldwork, and mentorship sessions designed to empower participants and drive meaningful impact.

### Pioneering Fellowship Milestones in 2024



#### ➤ January

Hosted 5 students from RMIT, Australia, under the student fellowship program.

#### ➤ February

Welcomed 11 students from USC, Australia, for a second fellowship.

#### ➤ June

Partnered with 6 students from RMIT for the third student fellowship of the year.

#### ➤ July

Hosted 6 students from UWA and ANU for the final student fellowship program of 2024.

#### ➤ November

Launched our first post-COVID professional fellowship program, hosting 4 professionals from Flowpower.



These programs engaged students in various impactful initiatives to support Pollinate Group's mission. Key focus areas included empowering women entrepreneurs through digital financial literacy, conducting community needs assessments, bridging the digital divide, driving the adoption of mobile apps among marginalized women, and expanding partnership outreach efforts.

## Fellowship Experience

### Jonathon Liew

a Bachelor of Engineering student specializing in Advanced Manufacturing and Mechatronics from RMIT

The last three weeks have been truly eye-opening and incredible. With Pollinate, we have been able to go to so many communities, visit the Women entrepreneur there, interview them, and gain deep insights into their everyday lives. I would highly recommend this program to anyone interested in humanitarian work and travelling overseas.



## c. Expanding Access to Electric Cookstoves in Nepal



With the support of SNV-Nepal, Pollinate Group distributed over 1,185 induction stoves across Kailali and Bardiya in 2024. This initiative aims to improve cooking conditions and transform traditional kitchens into cleaner, healthier environment.

## d. Solar Water Pumps: Enhancing Agricultural Productivity in Kailali, Nepal

Pollinate Group, with the support of Electricians Sans Frontieres (ESF), successfully installed 5 solar water pumps in Kailali, Nepal. This initiative is helping local farmers achieve greater productivity and financial sustainability.

### Key Outcomes

#### Eliminating Diesel Dependency

The installation of solar pumps has removed farmers' reliance on expensive diesel generators, which were a significant financial burden.

#### Ensuring Continuous Water Supply for Irrigation

The solar-powered pumps provide an uninterrupted supply of water, essential for consistent irrigation. This has allowed farmers to optimize their water usage and improve their crop yield.



## Enhancing Agricultural Productivity

By reducing operating costs and improving irrigation, farmers are now able to produce more from their land, contributing to higher profits and a more sustainable farming model. This project demonstrates Pollinate Group's commitment to empowering farmers with sustainable, cost-effective solutions that enhance productivity and economic well-being.

## e. Milestone Achievement in Nepal Operations

Our Nepal operations have reached a remarkable milestone by achieving the highest product revenue generated by our women entrepreneurs since 2012.

This accomplishment reflects the incredible efforts of our team and the unwavering dedication of our women entrepreneurs. Their commitment to impacting communities and providing financial support for their families has been truly commendable.

### Key Highlights

#### Empowering Women Entrepreneurs

This milestone underscores the success of our initiatives to enable women entrepreneurs to build sustainable livelihoods and strengthen their financial independence.

#### Community Impact

The revenue generated not only improves household incomes but also contributes to the overall economic growth of their communities.

We celebrate this achievement as a testament to the power of collaboration, resilience, and the determination to create meaningful change. Together, we continue to empower women to lead brighter, more prosperous futures for themselves and their families.

## f. Installation of Sanitary Pad Vending Machines: Advancing Menstrual Hygiene and Sustainability

Pollinate Group, with the support of Wheels Global Foundation, has installed five Sanitary Pad Vending Machines across Bangalore and Tumkur, marking a significant step towards improving menstrual health and hygiene for women in these communities.



### Objectives of the Initiative

#### Breaking Societal Taboos

The vending machines aim to challenge societal taboos around the adoption of sanitary napkins, encouraging open conversations about menstrual hygiene.

#### Enhancing Accessibility

The machines ensure that sanitary pads are readily available to women, making it easier for them to access essential hygiene products when needed.

## Sustainable Disposal Solutions

To address the environmental impact of improper disposal, incinerator machines have been installed alongside the vending machines. These incinerators provide a safe and eco-friendly method for disposing of used sanitary pads, preventing harm to the environment caused by open disposal.

This initiative also aims to create awareness around menstrual hygiene, especially among the younger generation, ensuring they grow up in a world where menstrual health is normalized and accessible for all.

## Looking Ahead

By combining accessibility, awareness, and sustainability, this project fosters a healthier, more informed, and environmentally conscious community, empowering women and breaking barriers for future generations.

# EMPOWERING PROGRESS: OUR STRATEGIC VISION



- ✦ Helping women entrepreneurs embrace digital tools through digital enablement so they can unlock their full potential and achieve their dreams of becoming successful independent entrepreneurs.
- ✦ To support Women entrepreneurs by empowering them to increase their earning potential. Our focus is on equipping them with the skills, knowledge, and resources so they can generate a consistent and stable monthly income through entrepreneurship.
- ✦ Increasing the support to women entrepreneurs' through promotion of the Change Maker Giving Circle
- ✦ Regional training modules to be made available in six Indian languages and Nepali. The training will cover sales and marketing, financial literacy, digital enablement, cash management, and mental well-being.
- ✦ Provide opportunities to collaborate at field level for our supporters through employee engagement initiatives.
- ✦ Capacity building for the Pollinate Team through technology integration at all levels. This will help team members make the most of technology tools and platforms so they can work more efficiently and effectively.



# HIGHLIGHTS FROM OUR IMPACT REPORT AT A GLANCE

## About Our Community and the People Reached

In 2024, Pollinate Group has significantly expanded its reach, covering eight geographical areas in India and operating in three districts in Nepal. Despite the formidable challenges of engaging with disadvantaged communities where individuals survive on less than \$2.15 a day our efforts have led to an impressive 20% growth, impacting 757 communities.

The people in these communities face systemic marginalization, with limited access to formal education or engagement in the formal economy. Their scattered locations and challenging terrains exacerbate the difficulty of outreach, leaving them trapped in a cycle of intergenerational poverty. Recognizing these barriers, Pollinate Group has committed to overcoming these challenges to provide crucial support and opportunities for these underserved communities.



## Defining Our Women Entrepreneurs

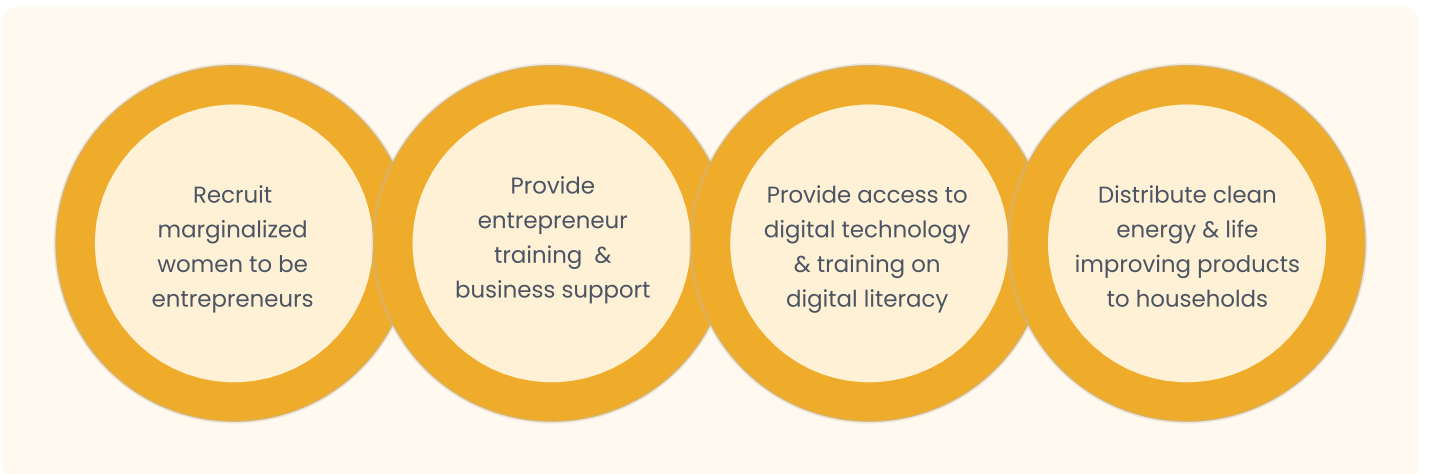
At the heart of Pollinate Group's impact are the Women entrepreneurs who have transformed their lives and communities through access to economic opportunities and clean energy solutions.

The Women entrepreneurs, empowered through Pollinate Group, hail from diverse regions across India and Nepal, showcasing extraordinary resilience despite facing systemic challenges. They range in age from 18 to 54, with the majority having completed primary or secondary education; however, 15% remain illiterate, highlighting the critical need for educational support. Economically, five out of six households led by Women entrepreneurs live on less than \$2.15 a day, reflecting the extreme financial hardships they endure. Societal norms also present significant barriers, as the average marital age is 20 years, with most women marrying between 20 and 28. Many Women entrepreneurs have had little to no access to capacity-building or upskilling programs, with 66% having never attended any formal training. This often leaves them with limited opportunities and lower societal standing. Despite these challenges, they continue to break barriers and emerge as powerful agents of change within their communities..

# 2024 IMPACT SNAPSHOT



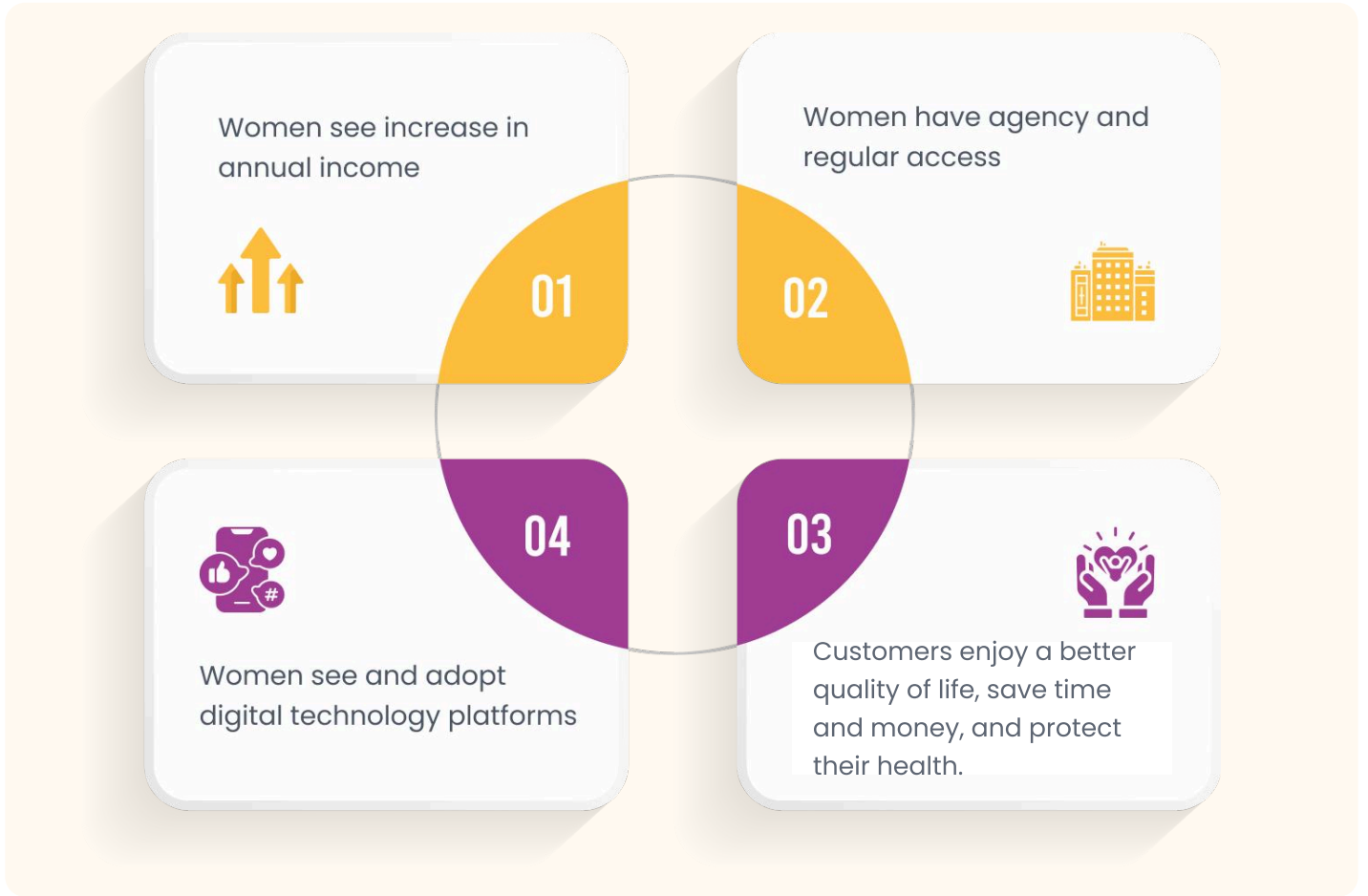
## Pollinate Group's Theory of Change and Impact Goal



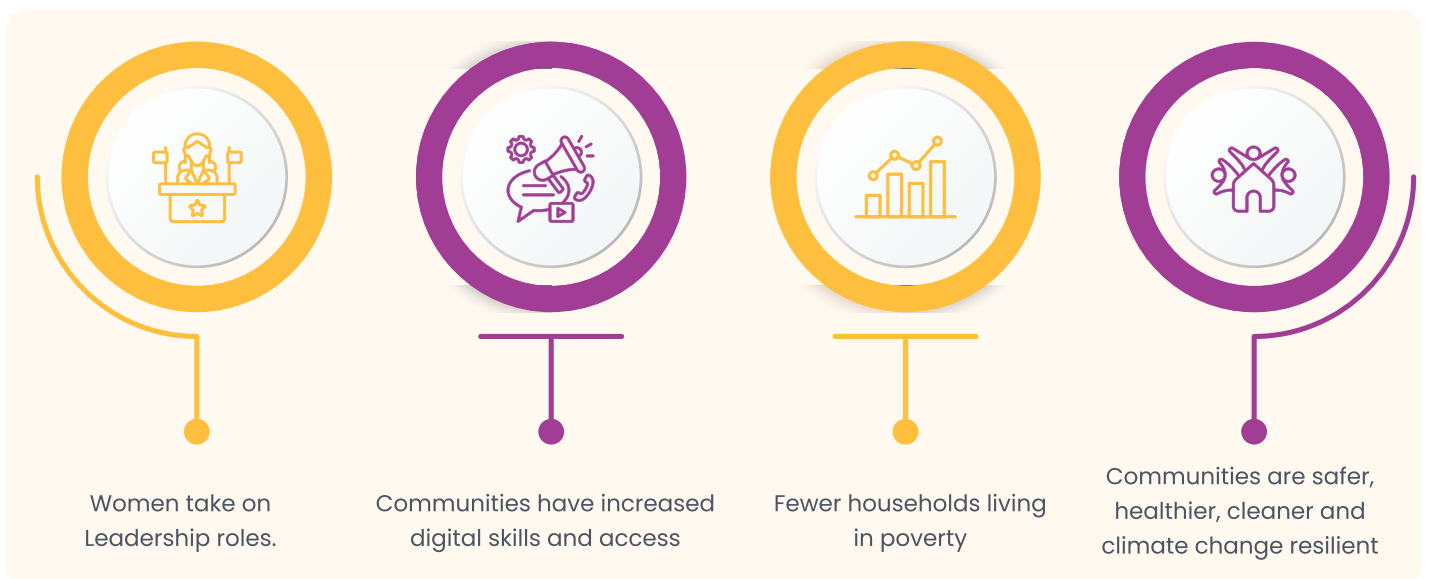
## Outputs



## Outcomes



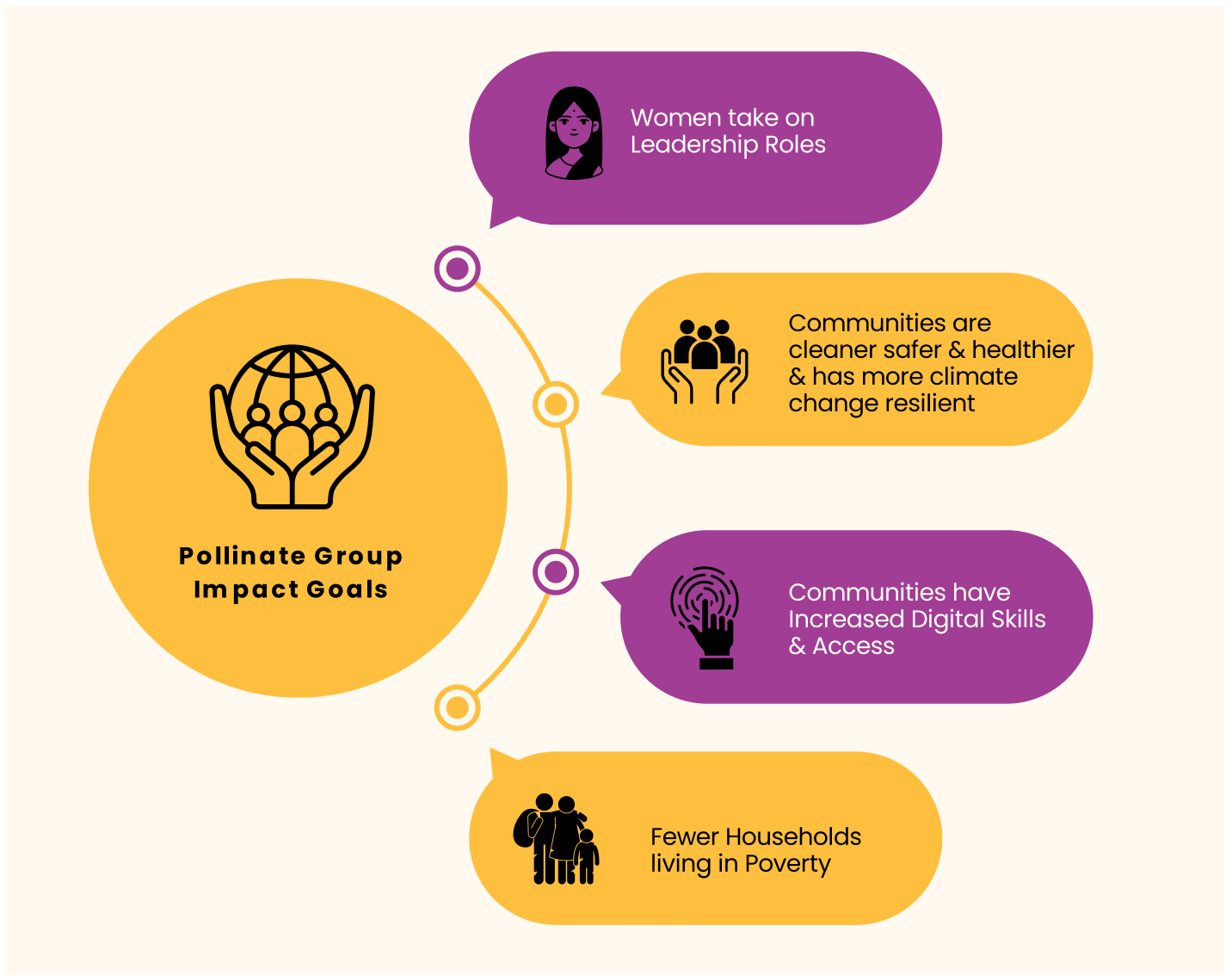
## Impact



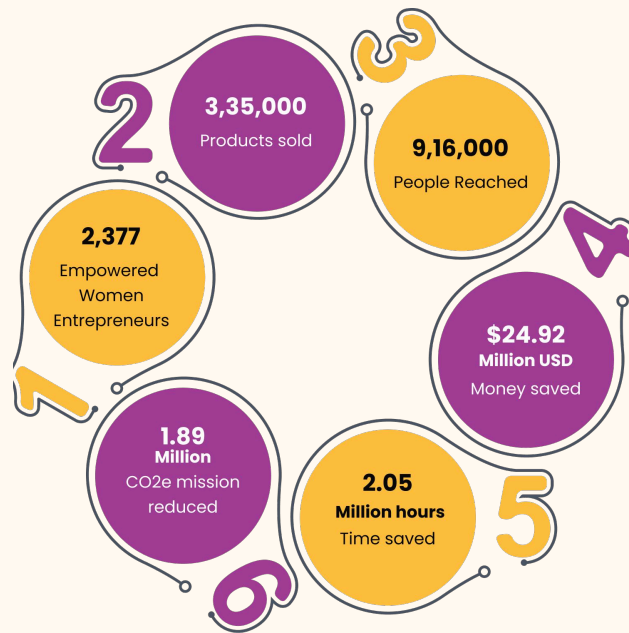
## Impact Goal



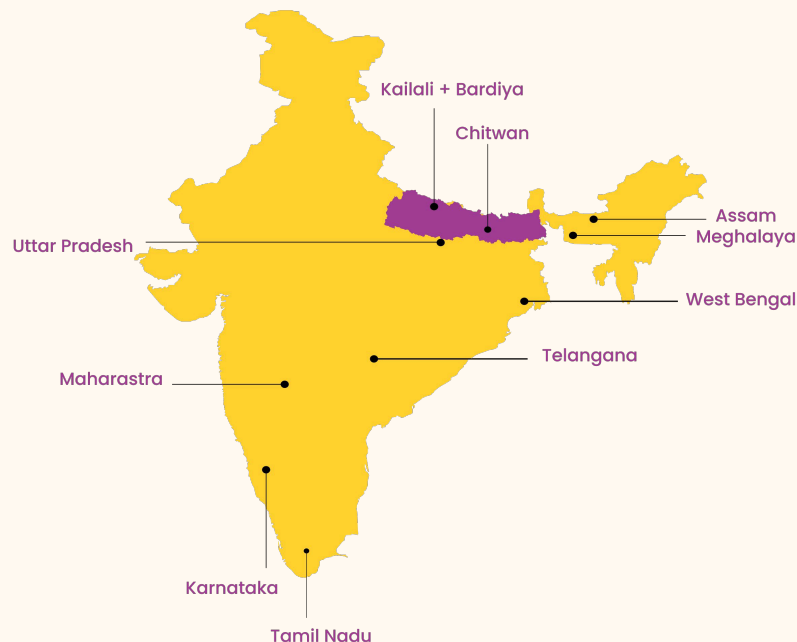
Our mission is to create lasting change by empowering communities through sustainable solutions, equipping women entrepreneurs, and addressing pressing social and environmental challenges



## Overall Impact



## Reaching More Communities, Empowering More Women:



We further expanded in the existing states of Karnataka, West Bengal and Tamil Nadu. Our partnership approach helped us grow in Tumkur and Belgaum in Karnataka. In West Bengal, our expansion towards Howrah has helped us engage with more women and empower them to pursue entrepreneurship. We have joined hands with more partners to increase the impact on the communities. We expanded to Theni in Tamil Nadu and onboarded women from varied socio-economic categories to become entrepreneurs.

# POLLINATE GROUP IMPACT ASSESSMENT

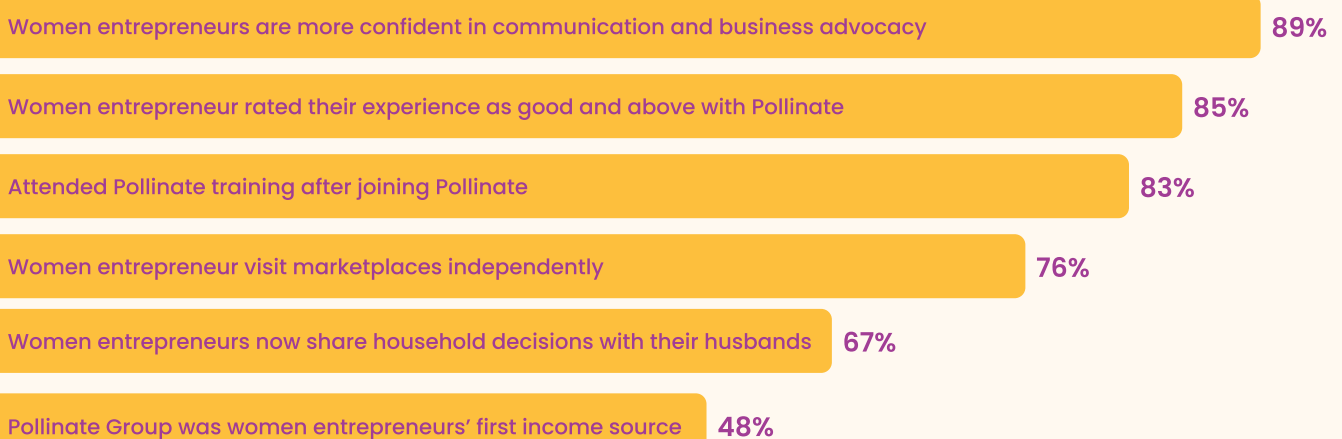


In 2024, Pollinate Group conducted its social impact assessment across Nepal and India, complemented by baseline surveys collected from Jan 2023 to June 2024. The assessment encompassed five surveys—Baseline, Annual Impact, Community Needs, Customer Impact, and women entrepreneurs' Exit Surveys—yielding 1,453 data points through face-to-face and online methods. The sample included 187 Baseline Surveys, 330 Annual Impact Survey, 532 Community Need Assessments, and 404 Customer Impact responses, providing a strong foundation for evaluating effectiveness.

## The Key findings from the Impact Assessment

### Empowering Women Entrepreneurs:

The percentage of Women entrepreneurs' families earning below the national average dropped from 73% to 53%, with 20% more families now earning above the average compared to baseline.

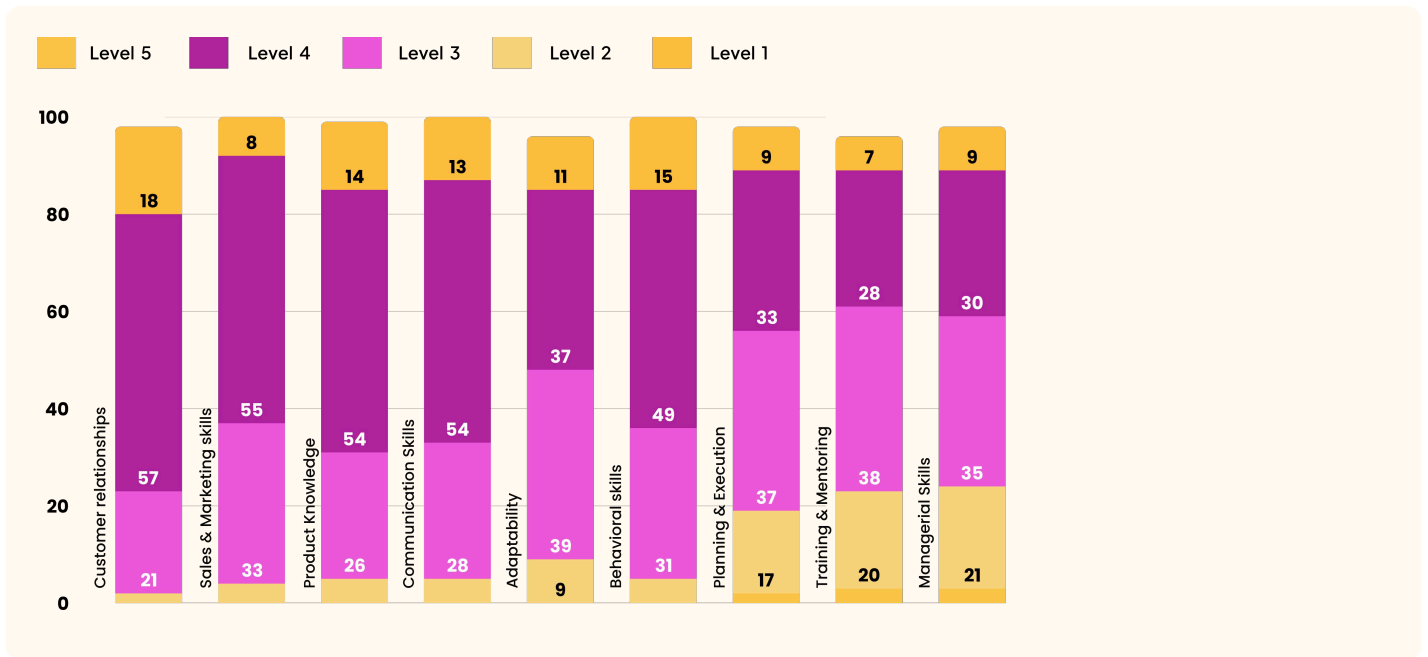


After joining Pollinate, 83% of Women entrepreneurs attended training sessions, a 23% increase compared to the 60% who had no access to similar training or workshops prior.

## Women Entrepreneurs' Competency Development

To understand the confidence levels of women entrepreneurs across key competencies, participants were asked to self-assess their skills on a scale of 1 to 5, with 1 being the lowest and 5 the highest.

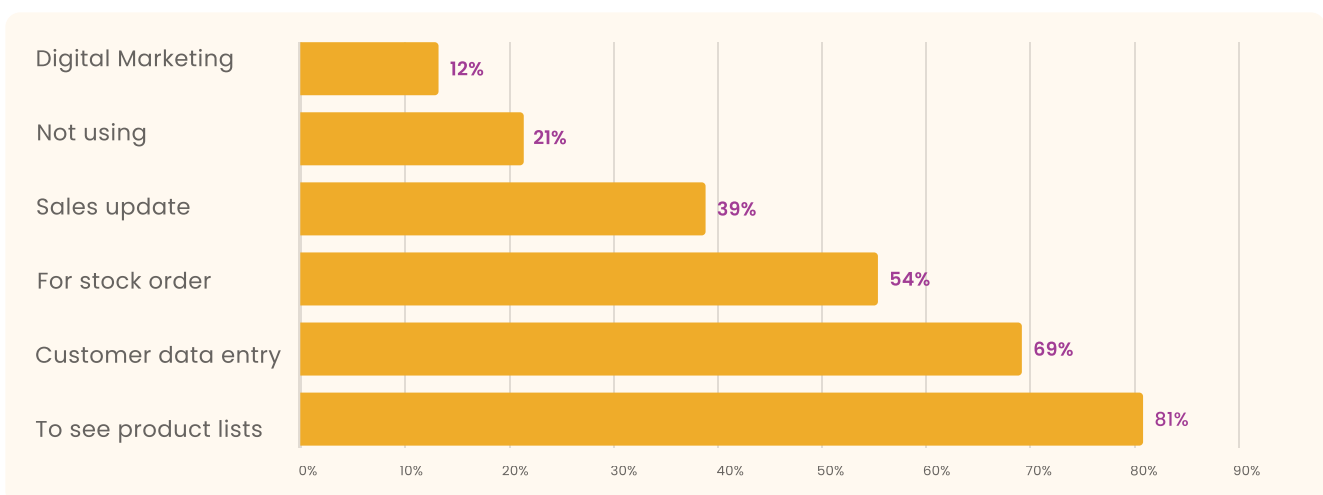
The majority rated themselves at level 4 in areas such as customer relationship management and product knowledge. In contrast, adaptability skills were mostly rated at level 3. However, only a small proportion (less than 15%) reported maximum confidence across all assessed skills by rating themselves at level 5.



## Change Maker App and LMS Usage

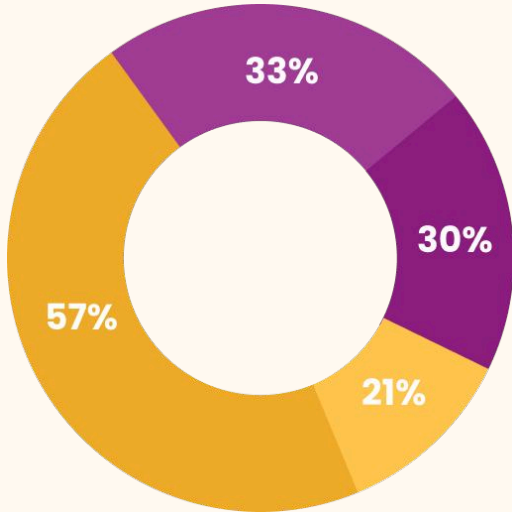
Among Women entrepreneurs, 53% reported using the women entrepreneurs' App, with 41% primarily utilizing it to check product lists. However, only 12% leveraged these tools for digital marketing. The table below highlights the most common business activities performed by Women entrepreneurs using the app.

### App Usage



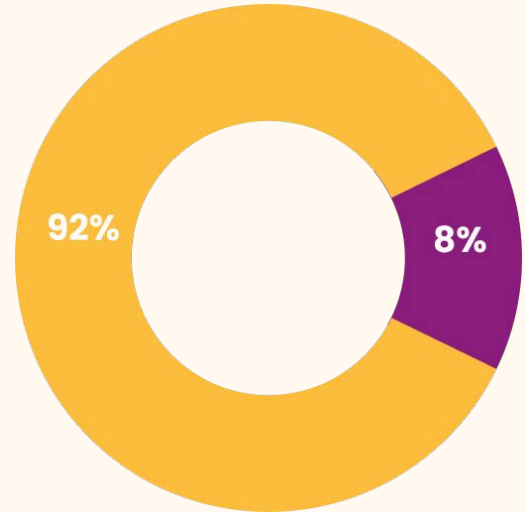
## Ripple Impact on Communities and Customers

Our products have delivered notable benefits :



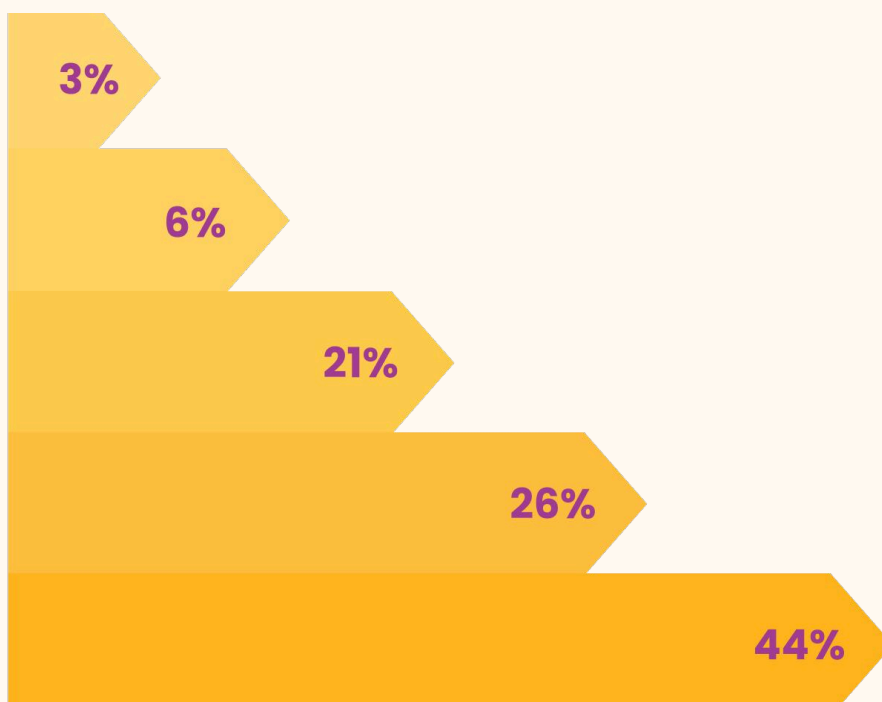
- 21% - Better health and hygiene
- 57% - Saving money
- 33% - Save time
- 30% - Experience improved quality of life

Most customers rated the products positively :



- 92% - Reported no issues with the products
- 8% - Cited concerns about battery life, fan speed, and service delays.

## Impact on community and customers



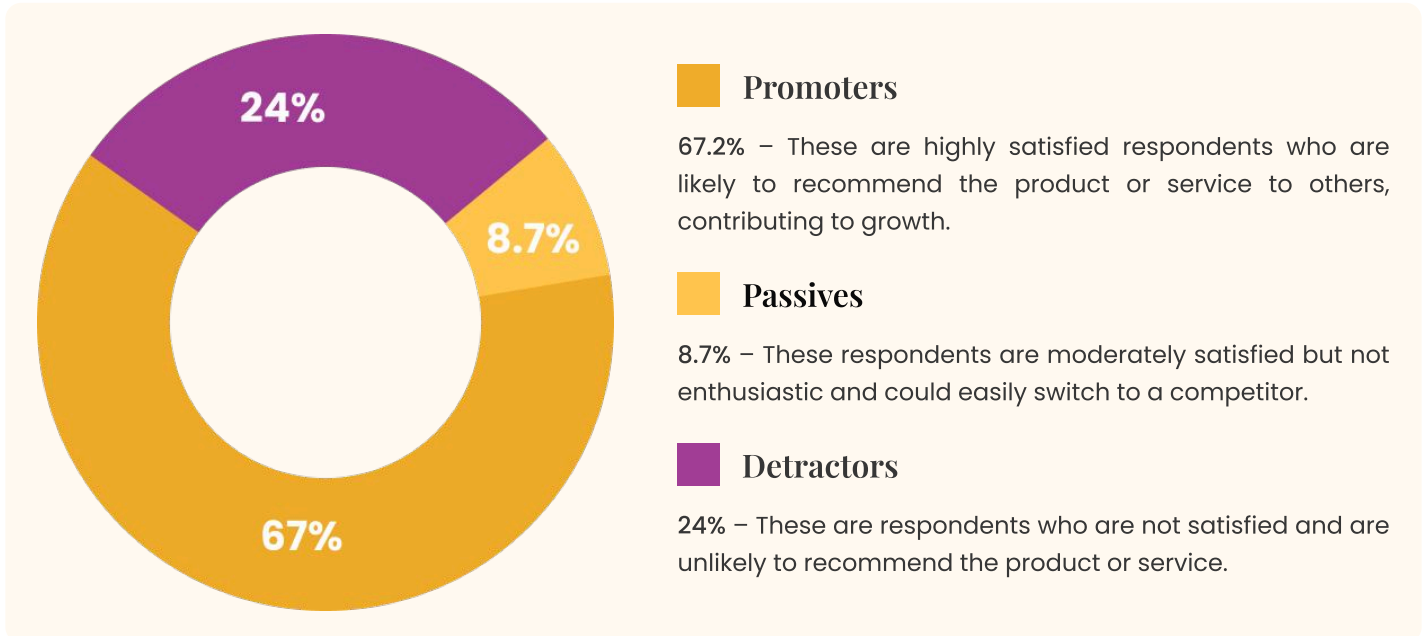
- 44% - Good
- 26% - Very Good
- 21% - Fair
- 6% - Poor
- 3% - Very Poor



## Net Promoter Score (NPS) - India

Pollinate Group's NPS score is 59 % which is good score that says that a significant portion of your customers are highly satisfied and likely to recommend the Pollinate products.

From the survey results, we have gained the following



## PRODUCT NEED ASSESSMENT SURVEY



Solar lanterns, solar fans, and mosquito repellents emerge as top products, reflecting the fundamental energy and health needs of Women entrepreneurs' community customers. The accompanying graph illustrates the percentage of respondents who identified specific products as their highest-priority needs.

Leading the list are solar torches (66%), mosquito repellents (56%), solar fans (54%), and mosquito nets (52%), highlighting a strong demand for reliable lighting and protection against mosquito-related health risks—needs driven by limited electricity access and the ongoing threat of mosquito-borne diseases.

Other key items include sanitary pads (48%), induction cooktops (42%), and thermos flasks (38%), highlighting essential health and household requirements. Products like power banks, non-stick utensils, and sewing machines show moderate demand, while items such as inverters (10%), refrigerators (8%), charging cables (6%), and digital watches (4%) are considered lower priorities by respondents.

These findings emphasize the community's immediate need for clean energy products and solutions that improve daily living conditions and promote overall well-being.

# NEW INITIATIVES AND PROGRAMS

## Clean Kitchen Initiative in Nepal



Our Nepal operations made significant progress in 2024 by promoting electric cooking across Kailali and Bardiya districts in partnership with SNV Nepal. Through this initiative, 1,073 households transitioned from biomass cooking to electric cooking using induction cook stoves and utensils.

This program, under SNV Nepal's EnDev initiative, offers a clean, safe, and efficient alternative to traditional firewood-based cooking. It contributes to national efforts toward sustainable energy production by empowering women entrepreneurs and advancing energy self-sufficiency.

In 2025, we plan to expand this initiative to additional districts, aiming to reach even more households. We are committed to scaling this program until 2030 and will continue to share progress and achievements with our supporters.



## Solar Light Penetration in India: Expanding Access to Clean Energy

Since its inception in 2012, Pollinate's primary focus has been in eradicating energy poverty for households in most marginalized communities. In 2020, Pollinate established a partnership with RVO-Netherlands to extend its reach to offgrid households in India, aiming to guarantee universal access to clean energy for everyone. As the project comes to an end in 2024, we have made significant impact through the project and helped several thousands of households access solar lights through the project.

By driving this project successfully, Pollinate group has addresses several global challenges, including poverty alleviation, improved health, environmental sustainability, and economic development. Access to affordable and clean energy is fundamental for powering various aspects of human development and is intricately linked to other sustainable development goals. Progress towards SDG-7 involves a combination of policy measures, technological advancements, financial investments, and international cooperation. To date, we have successfully distributed over 20,000 units through this project, positively affecting 88,400 individuals across various states in India.

# OUR CAMPAIGNS AND FUNDRAISING IN 2024

Our campaigns and fundraising initiatives have kept supporters deeply connected to the inspiring impact of their contributions by sharing data and stories of change from the women we work to empower.

## Mid-Year Campaign: The Power of Peer Learning:



This campaign focused on the transformative power of peer-to-peer learning in empowering marginalized women. Through initiatives like the Change Maker Giving Circle, webinars, and personalized appeals, donors gained firsthand insights into how mentorship and skill-sharing among Women entrepreneurs help build sustainable incomes and uplift entire communities. The campaign emphasized that every contribution is an investment in a scalable empowerment model, fostering lasting social and economic progress.

## End-of-Year Campaign: The Ripple Effect of Empowering Women



The end-of-year campaign aimed to raise awareness and drive donations to support Pollinate Group's work with women micro-entrepreneurs in marginalized communities across India and Nepal. Real-world examples of intergenerational impact were shared, highlighting how empowering one woman creates a ripple effect on her children and community. Impact stories illustrated how our programs enable women to improve their livelihoods and invest in the health, education, and well-being of their families.

## Change Maker Giving Circle: Transformative Philanthropy



We are thrilled to introduce The Change Maker Giving Circle, an exclusive fundraising initiative that enables philanthropists to directly support circles of 15 women micro-entrepreneurs from our network. This initiative offers donors a meaningful and direct connection with the women they support, providing a rare opportunity to witness the tangible outcomes of their generosity. In a world where actions often feel disconnected from their impact, the Change Maker Giving Circle brings donors closer to the transformative power of their contributions, fostering enduring connections and driving sustainable change.

Every dollar contributed during 2024 created a ripple effect of collective impact, fostering long-term change and empowering women as leaders of their communities.

# LESSONS LEARNED IN 2024



## Key Learnings and Future Strategies

- ✦ By establishing strategic partnerships with regional NGOs, we will significantly expand the reach of our program and empower a multitude of women entrepreneurs. Through these collaborations, we can leverage the expertise, resources, and networks of our partner organizations to support and guide women in their entrepreneurial endeavors, ultimately leading to greater economic growth and development in the region.
- ✦ Support and uplift women entrepreneurs by implementing effective digital adoption strategies that help them improve their monthly income and achieve financial stability.
- ✦ To increase the number of women entrepreneurs who engage in business transactions every month. This will be done by providing access to resources and tools to help grow their businesses, and creating a more supportive environment that encourages and empowers our women entrepreneurs to pursue entrepreneurship.
- ✦ Empowering women entrepreneurs to participate in digital transactions, such as online sales has a significant impact on their personal and professional growth. By providing a platform for women allows them to generate more revenue. This, in turn, will lead to increased confidence, financial independence, and a greater sense of autonomy.
- ✦ By making investments in employee welfare and providing opportunities for learning, the organization has been able to witness a significant improvement in staff productivity and a sense of ownership towards their work. Staff are now better equipped with the skills and knowledge needed to create a positive impact through their work, and are more motivated to contribute towards the success of the organization. This investment has not only benefited the employees but has also contributed towards the overall growth and success of the organization.

# POLLINATE GROUP IN THE SPOTLIGHT

## Recognition and Global Representation



Pollinate Group CEO, Sujatha Ramani, attended the AVPN Conference in Abu Dhabi in April 2024, advocating for social impact.



Pollinate Group attended the 2024 IABCA award ceremony in Canberra. Pollinate was one of the finalists for the award (August 2024)



Pollinate Group Received the BIM Sustainability Award for 2024, Our CEO, Sujatha Ramani shared the details of our work with the audience.



Pollinate Group was honored with the 2024 Social Impact Award by Sunking, recognizing our transformative work in empowering marginalized communities.



Sujatha was invited as the Chief Guest at Legion Energy for IWD 2024, where she took one of our Women Entrepreneurs as a co-chief guest.



Our Women entrepreneurs proudly participated in She Arises, an inspiring event held in Bangalore. She Arises: The Womentum Event is designed to support and celebrate the diverse talents of women entrepreneurs. This platform enables women to showcase their products and services, connect with a broader audience, and embrace the spirit of entrepreneurship.

# OUR TRUSTED DONORS AND SUPPORTERS

## Donor Partners



ARUP



slice



Ministry of Foreign Affairs of the Netherlands



Worley  
energy | chemicals | resources

BeechfieldBrands

ICC  
Merchants of  
Peace Foundation

## Network Partners & Other Collaborations



i=Change®

Youth 4 Jobs



Ipas  
DEVELOPMENT  
FOUNDATION



Paricheti  
Making women visible

## Testimonials from our partners



### Jonathan Mitchell

*General Counsel & Company Secretary, Flow Power*

Flow Power is incredibly proud to have contributed to Pollinate Group's significant achievements over the past three years. The bond between our two organisations was significantly strengthened in November 2024 when a team from Flow Power participated in a Professional Fellowship program in Bengaluru. I was privileged to be a part of this group and witnessed firsthand the transformative work Pollinate Group is doing in marginalized communities. Engaging with the women micro-entrepreneurs and seeing their resilience and innovation was both inspiring and humbling. As a team we came away from the trip with huge confidence in the capability of Pollinate Group's senior management team and the vision they have for the organisation in creating meaningful, sustainable impact on a huge scale.



### Lizanne

*Trustee of the Knights Jabula Family Foundation.*

As a foundation that is keen to make an impact in the areas of Human rights, the Environment and the Arts, we have developed a long, enriching and committed relationship with Pollinate. We support them as they passionately and persistently provide women in India and Nepal with pathways to create economic upliftment for themselves (and their families), gain new skills and increase their influence within their communities. In so doing, these women entrepreneurs, with their products, raise awareness of health and environmental concerns as well as providing affordable alternatives to their communities. A win for everyone involved!



### Quinlan Carthane

*Managing Director of Merchants of Peace.*

The Merchants of Peace Foundation is proud to support the transformative work of Pollinate Group. Through our partnership, we are helping hundreds of women to earn a better living with support for critical financial literacy skills and training to market climate-friendly products that meet essential needs in underserved communities. Pollinate Group's dedication to empowering women through entrepreneurship is driving real change and creating paths to long-term economic security for them and their families.

## One women entrepreneurs' at a time.

By empowering women and driving sustainable solutions, Pollinate Group is creating a ripple effect of transformation that uplifts entire communities.



# PEOPLE, CULTURE, AND LEARNING

## Voices of the Team



### Joe Manger

Philanthropy Manager

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I'm deeply inspired by the women we support. Our women micro-entrepreneurs embody determination and resilience, becoming beacons of hope in their communities. Our goal is to create lasting, sustainable change by boosting their skills and confidence, enabling them to earn an income, take on leadership roles, and inspire the next generation. During my visits to India, I've seen firsthand how a woman's entrepreneurial journey positively impacts her children and the broader community. The respect and confidence they gain through their work with us motivates them to seek further growth opportunities. Their unwavering commitment to improving their lives fuels my dedication to achieving success on their behalf.



### Srinivas N

Women Entrepreneurs Success Officer(SSO)

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"I am so lucky to work in this organisation because every day we are working to change women's lives and their earnings, and I am so blessed to be here to contribute towards women's empowerment and change their life."



### Runa Tarafdar

Manager Partnership & Philanthropy

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"Every woman we empower is a ripple of change, creating waves of opportunity and transformation in her community"



## Madhushri TG

Accounts Executive

"This past year as an Accounts Executive at Pollinate, has been an incredible journey. Being part of a team that empowers women entrepreneurs and supports marginalised communities has been truly fulfilling. The commitment, support, and encouragement from my colleagues have fostered both personal and professional growth. Grateful for the opportunities and excited for what's ahead with Pollinate!"



## Rajendra Man Karki

Operations Assistant

"We are working with women who were once confined to their homes or fields, helping them break barriers and see the limitless sky. True change begins when we uplift their homes, communities, and, most importantly, their confidence. Today, they are not just earning; they are leading, making decisions, and shaping their communities. Their journey from dependence to empowerment is our greatest achievement."



## Samar Mondol

Area Manager West Bengal

"I'm incredibly fortunate to work for an organization that's making a real difference. Seeing fewer households living in poverty and empowering women with digital skills is incredibly rewarding. That's my goal."



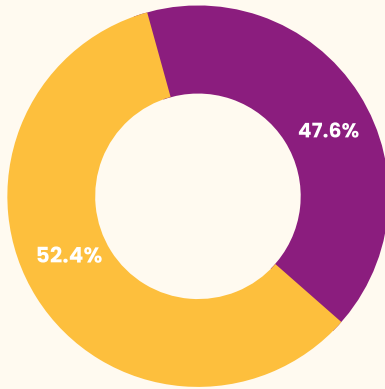
## Saurabh Singh

Operations Assistant

"I would like to share my experience working in the Operations department at Pollinate for the past three years. During this time, I have learned and grown personally and professionally. Being part of an organization that works towards women empowerment has been an incredibly fulfilling experience for me. I have also had the opportunity to learn, further enhancing my skills. In the coming years, I aspire to deepen my knowledge of all aspects of operations. This will contribute to my personal and professional growth and enable me to effectively support the company's vision "

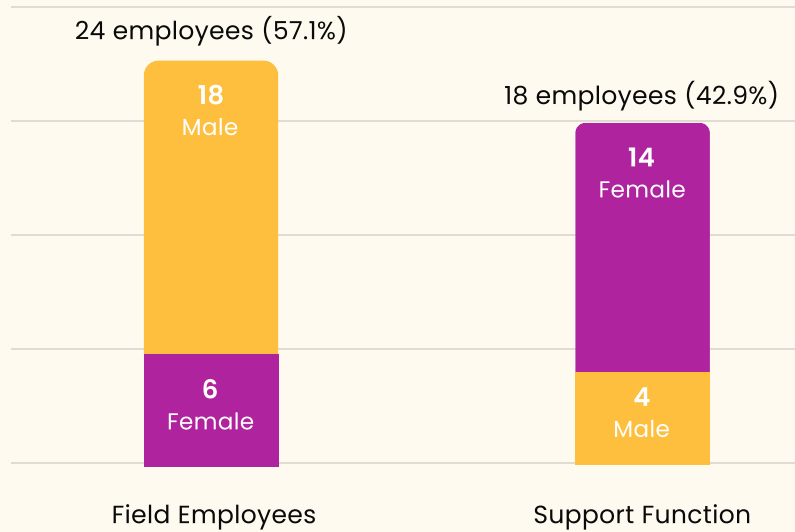
## Employee Demographics Overview

### Gender Distribution

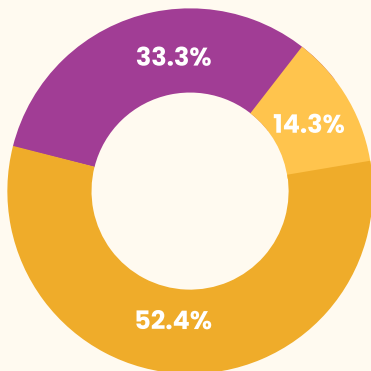


- Male - 22 employees (52.4%)
- Female - 20 employees (47.6%)

### Role Distribution



## Tenure Analysis



- 22 Employees (52.4%) Employees with <5 years
- 6 Employees (14.3%) Employees with >10 years
- 14 Employees (33.3%) Employees with 5-10 years

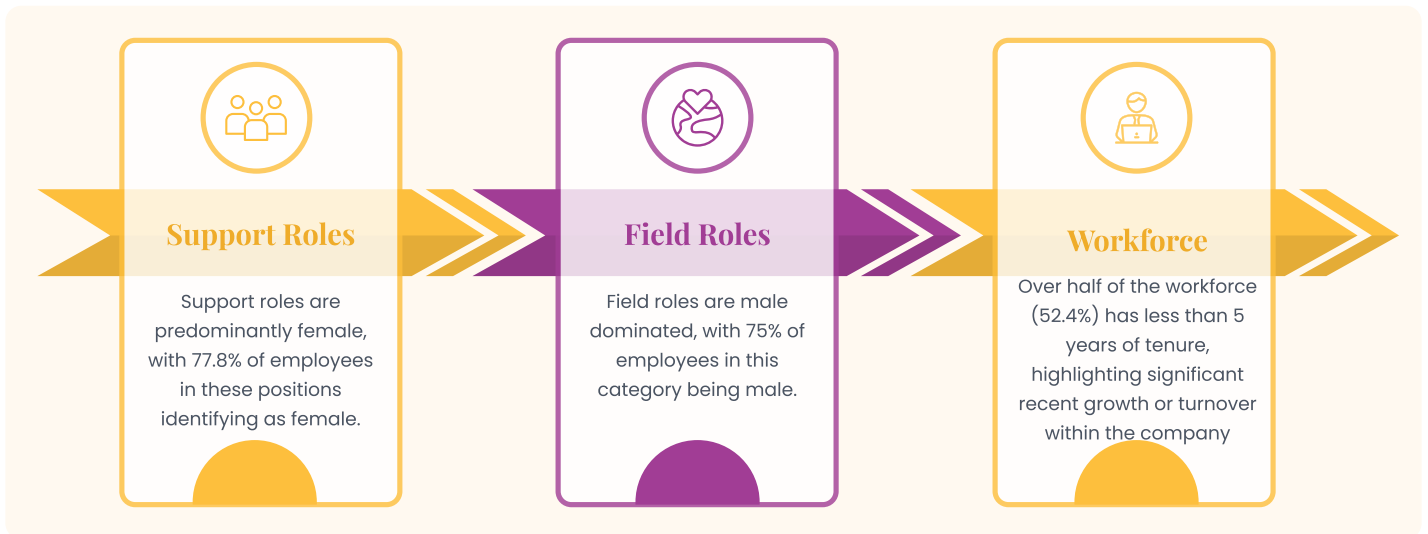
## Hires in 2024

9 New Hires: 6 Field Staff (India/ Nepal), 3 Support Roles

8 Interns Hired for Essential Roles in Impact, PCL, MarCom, & Partnerships



## Key Insights



## NURTURING CONNECTIONS, CELEBRATING ACHIEVEMENTS.



## Employee Engagement & Recognition

Pollinate Group expanded its engagement initiatives to include activities such as the Diwali Dot-to-Design competition and the Navratri Emoji & Shades Challenge. These events celebrated cultural diversity and fostered a sense of belonging among employees, emphasizing strengths beyond professional roles.

## Personalized Employee Experiences

Employee birthdays were celebrated with personalized messages, demonstrating recognition beyond formal achievements and fostering a personal connection with the organization.

### Promoting Inclusivity, Equity, and Belonging:

#### Wheel of Fortune Recognition Initiative

A shift toward holistic recognition was introduced with this program, acknowledging diverse contributions beyond work performance. This initiative emphasized inclusivity and the value of unique skills.

#### Monthly Stakeholder Meetings

Regular meetings provided a platform for transparent communication, aligning teams with organizational goals and fostering a culture of collaboration and belonging.



### Recognizing Dedication & Impact:

#### Work Anniversaries and Long-Term Commitment

Employees, Sita Adhikari for completing a decade and to Ravi Kumar Paramkusum for achieving the significant milestone of half a decade in their journey with Pollinate Group, recognizing their loyalty and dedication.

#### Employee of the Month – “We’re Grateful” Initiative

Monthly recognition of exceptional contributions boosted motivation and reinforced a culture of appreciation.

### Measurable Impact:

#### Participation

An impressive 85%+ participation in engagement events, reflecting strong employee interest and alignment with Pollinate’s values of inclusivity and long-term growth.

#### Retention

Recognition initiatives reinforced loyalty and strengthened the organizational culture, directly impacting retention.

## Investing in Growth and Leadership

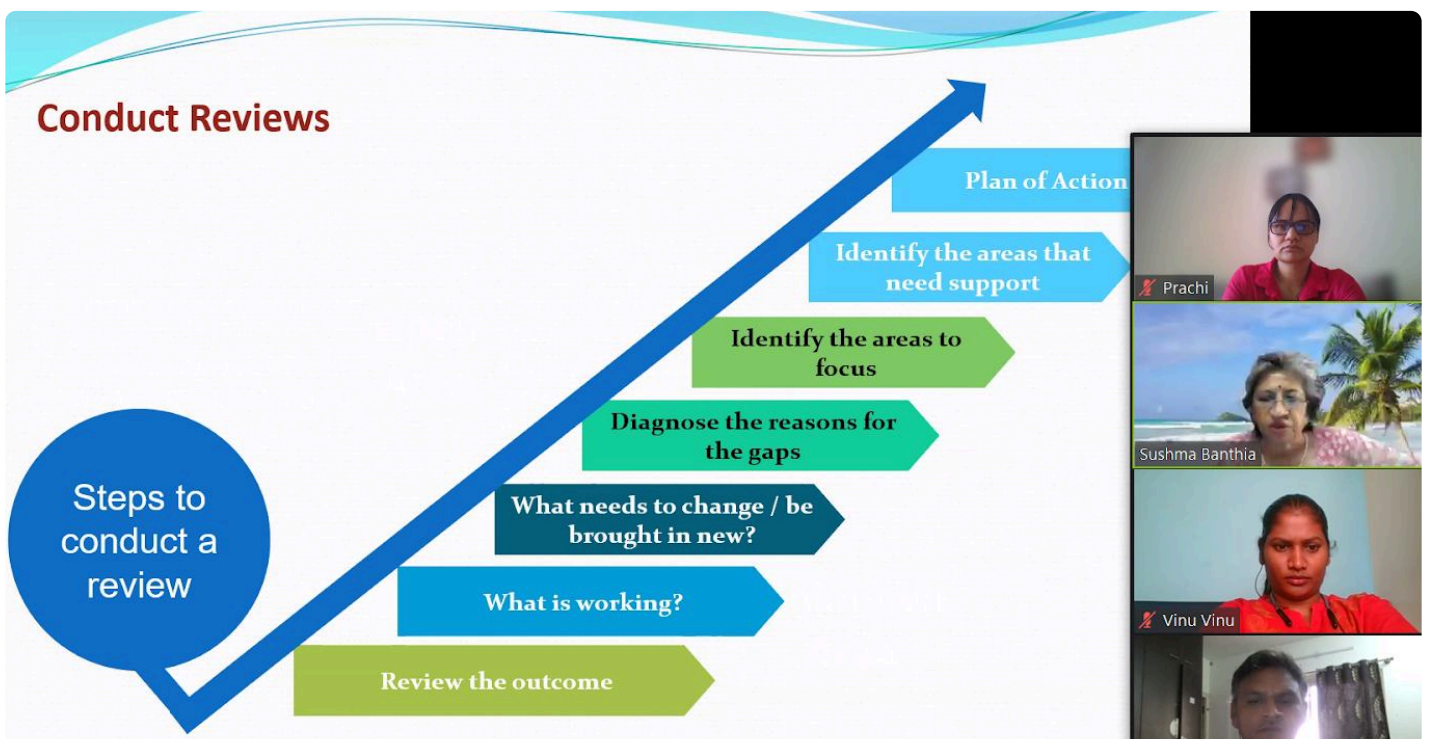
In 2024, Pollinate Group prioritized Learning & Development as a strategic driver of employee growth and organizational excellence.

### Core Development Programs

Workshops focused on time management, accountability, and effective communication empowered employees to enhance productivity across teams.

### Leadership Excellence

A three-day “The Art of Managing People’s Performance and Ways of Working” workshop equipped managers with tools for performance management and effective feedback delivery.



### Strengthening Stakeholder Management

Rippleworks-led sessions on “Developing Your Team” and “Managing at Your Best” bolstered collaboration and leadership capabilities.

### Transforming Policy Training:

Interactive quizzes modernized policy training, achieving an 85% participation rate and driving greater compliance.

**Types of Feedback - Positive**

- Reinforcing
- “Catch people doing something right”
- Communicates **STRENGTHS**
- Identifies and reinforces behaviors that should be continued

Participants: Prachi, Sita Adhikari, Sushma Banthia



## Stories of Impact and Leadership

Pollinate Group's strength lies in its people. In 2024, several employees exemplified exceptional performance, aligning personal growth with the organization's mission.



### Pabitra – Empowering Women in Nepal:

Pavitra emerged as a top revenue generator while mentoring Women Entrepreneurs in Nepal. Her efforts helped women achieve financial independence, reflecting the transformative power of Pollinate Group's mission.

## Impact

The story highlights the deep connection between individual dedication, community growth, and organizational success. They show how personal commitment fuels collective progress, creating a ripple effect of positive change. When people are empowered, they contribute meaningfully to both their communities and workplaces. Investing in individuals ultimately strengthens the foundation for lasting impact and shared success.

# EMPOWERING CHANGE THROUGH PARTNERSHIPS

## Transforming Lives and Building Resilient Communities

At Pollinate Group, we believe that the strength of partnerships fuels sustainable, meaningful change. By uniting forces with grassroots organizations, we create opportunities that uplift individuals and entire communities. Our collaboration with Morigaon Mahila Mehfil (MMM) stands as a powerful example of how collective action can break barriers and unlock potential



## The Work of Morigaon Mahila Mehfil

Founded in 1979 by a visionary group of women, MMM has remained steadfast in addressing the most pressing needs of civil society. Their work spans crucial areas such as health, water access, gender equality, child and youth development, and food security. Their commitment to long-term, sustainable programs has made them a trusted force for change in Assam's Morigaon district.



# A COMMITMENT TO COLLECTIVE GROWTH: WORDS FROM OUR PARTNER



**Wahida Rehman**

Secretary of Morigaon Mahila Mehfil

“ Our partnership with Pollinate Group reflects the power of collaboration in creating sustainable livelihoods. Together, we can address societal needs while empowering women like Jyoti to lead better, more secure lives for themselves and their families. ”



**Amitava Roy**

General Secretary of Lokamata Rani Rashmoni Mission

“ Partnerships like the one we share with Pollinate Group are vital for creating lasting impact. By combining our local expertise with their innovative approach, we are able to empower individuals like Usmira and pave the way for stronger, self-reliant communities. ”



**Shubhra Sarkar**

Crisis Centre Manager

“ Our partnership with Pollinate Group allows us to provide women with the tools and confidence they need to create a brighter future. By working together, we are building a supportive ecosystem where women can grow, lead, and inspire meaningful change. ”

# TRANSFORMING LIVES



## The Story of Jyoti Kanwar

Our partnership with MMM (Morigaon Mahila Mehfil) has directly transformed the lives of inspiring individuals like Jyoti Kanwar, an ASHA worker from the Dharamtul community. As the sole provider for her family, Jyoti faced immense hardships after the loss of her brother. Determined to secure a better future for her mother and herself, she embraced an opportunity with Pollinate Group. Today, as a micro-entrepreneur, Jyoti earns Rs. 1,000 per month, marking a significant step toward financial independence and resilience.

Through our collaboration with MMM, Jyoti received the training, resources, and mentorship necessary to build a sustainable livelihood. This success story is just one of many, showcasing how strategic partnerships can create pathways to economic empowerment.

## The Story of Usmira Sekh

Through this collaboration, resilient women like Usmira Sekh are gaining the means to transform their lives. A devoted mother from South 24 Parganas, Usmira has been working with Pollinate Group since January 2024, earning an average of Rs. 2,000 per month. This income, though modest, serves as a lifeline in her journey toward financial independence and security for her children.

By providing training, resources, and mentorship, Pollinate Group and Lokamata Rani Rashmoni Mission are creating ripples of empowerment that extend beyond individuals to uplift entire communities. These collaborations allow us to reach deeper into underserved areas, leveraging the trust and networks of grassroots organizations to make a lasting impact.



# CONSOLIDATED FINANCIAL STATEMENT

**POLLINATE GROUP LIMITED AND CONTROLLED ENTITIES**  
96 161 067 492

**CONSOLIDATED STATEMENT OF FINANCIAL POSITION**  
AS AT 30 JUNE 2024

	Note	2024 \$	2023 \$
<b>Current assets</b>			
Cash and cash equivalents	5	636,073	485,513
Receivables	6	81,521	124,095
Other assets	7	<u>23,784</u>	<u>13,131</u>
<b>Total current assets</b>		<u>741,378</u>	<u>622,739</u>
<b>Non-current assets</b>			
Deferred tax assets	4	18,841	16,207
Property, plant and equipment	8	<u>7,780</u>	<u>6,111</u>
<b>Total non-current assets</b>		<u>26,621</u>	<u>22,318</u>
<b>Total assets</b>		<u>767,999</u>	<u>645,057</u>
<b>Current liabilities</b>			
Payables	9	152,230	118,097
Provisions	10	1,946	2,092
Refund liabilities		2,571	(1,489)
Other liabilities	11	<u>3,133</u>	<u>50,000</u>
<b>Total current liabilities</b>		<u>159,880</u>	<u>168,700</u>
<b>Non-current liabilities</b>			
Provisions	10	<u>1,366</u>	<u>1,366</u>
<b>Total non-current liabilities</b>		<u>1,366</u>	<u>1,366</u>
<b>Total liabilities</b>		<u>161,246</u>	<u>170,066</u>
<b>Net assets</b>		<u>606,753</u>	<u>474,991</u>
<b>Equity</b>			
Reserves		(24,502)	(20,105)
Accumulated surplus		<u>631,255</u>	<u>495,096</u>
<b>Total equity</b>		<u>606,753</u>	<u>474,991</u>

**POLLINATE GROUP LIMITED AND CONTROLLED ENTITIES**  
**96 161 067 492**

**CONSOLIDATED STATEMENT OF PROFIT OR LOSS AND OTHER COMPREHENSIVE INCOME**  
**FOR THE YEAR ENDED 30 JUNE 2024**

	Note	2024 \$	2023 \$
<b>Revenue and other income</b>			
Commercial Activities	2	929,566	986,108
Other revenue	3	<u>1,104,116</u>	<u>1,008,411</u>
		<u>2,033,682</u>	<u>1,994,519</u>
<b>Expenditure</b>			
<b>International Aid and Development Programs Expenditure</b>			
International Aid and Development Programs Expenditure		(778,727)	(780,820)
International programs			
Funds to International Programs		(139,186)	(120,733)
Program Support Costs		(697)	(12,226)
Community Education		-	(145)
Fundraising costs			
Public		(136,424)	(108,925)
Accountability and Administration		(51,533)	(27,786)
Fellowship hosting costs		(23,594)	(2,416)
Research expense		(553,437)	(713,073)
Insurance expense		(1,058)	(274)
Professional fees		(16,966)	(17,126)
Other Expenditure		<u>(195,646)</u>	<u>(299,721)</u>
<b>Total expenditure</b>		<u>(1,897,268)</u>	<u>(2,083,245)</u>
<b>(Deficit)/Surplus before income tax expense</b>		136,414	(88,726)
Income tax expense	4	<u>(255)</u>	<u>(766)</u>
<b>Net (deficit)/surplus from continuing operations</b>		<u>136,159</u>	<u>(89,492)</u>
<b>Other comprehensive income</b>			
<i>Items that may be reclassified subsequently to profit and loss</i>			
Foreign exchange translation of Pollinate Energy India Pvt Ltd		(3,613)	7,832
Foreign exchange translation of Pollinate Group (US)		<u>(784)</u>	<u>1,981</u>
		<u>(4,397)</u>	<u>9,813</u>
<b>Other comprehensive income for the year</b>		<u>(4,397)</u>	<u>9,813</u>
<b>Total comprehensive income</b>		<u>131,762</u>	<u>(79,679)</u>

To view last year's annual report and financial statements, please visit: [Pollinate Group Annual Reports](#).

# CONCLUSION



Pollinate Group's 2024 performance demonstrates significant strides towards its ambitious 2030 vision of empowering marginalized women and transforming communities in India and Nepal. The organization's commitment to its core strategies of women entrepreneurship, sustainable solutions, and digital inclusion has yielded impressive results, including record-breaking revenue in Nepal, substantial growth in women entrepreneurs and partnerships, and the successful launch of innovative programs focused on digital financial literacy and clean energy initiatives.

The impact of Pollinate Group's work is evident in women entrepreneurs' increased confidence and decision-making power, the cost and time savings experienced by families using their products, and the overall improvement in the quality of life within communities. By fostering women's leadership, driving economic growth, promoting sustainable practices, and embracing digital transformation, Pollinate Group is changing lives and building a foundation for a more equitable and sustainable future.

As Pollinate Group moves forward, its strategic vision, encompassing digital empowerment, scalability, and resilience, positions the organization to achieve even greater impact. With a focus on digital literacy, strengthening partnerships, fostering innovation, and empowering women to lead, Pollinate Group is poised to create lasting change and inspire a future where marginalized communities thrive.

Thank you to everyone who has been part of this journey. Together, we are building a future where every empowered woman sparks transformation, every community thrives, and every action creates waves of lasting impact.



# THANK YOU



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