



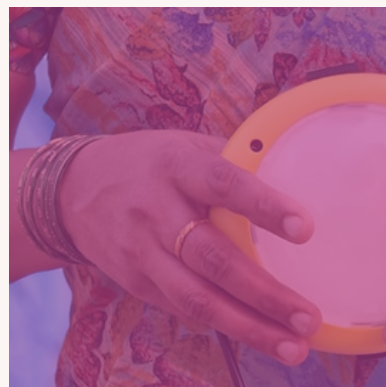
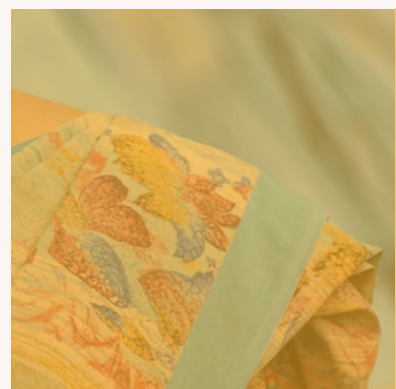
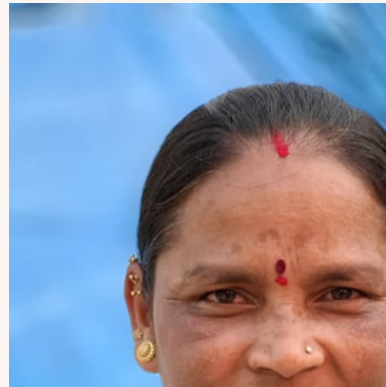
**pollinate group**

Empowering Lives, Sustainably

**Pollinate Group**  
**Annual**  
**Report**

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Reflecting on Progress  
and Planning for the  
Future



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# MESSAGE FROM OUR BOARD CHAIR



2022 marked ten years since Pollinate Energy was launched by a group of young Australians to address energy poverty in India.

Over those ten years, Pollinate Group has grown to leverage the work done by Empower

Generation in Nepal and create a more significant and evolving entity that is better together. The organisation has been through constant refinements of our business model and organisational structure changes and has successfully executed succession planning with the CEO and board positions. I am immensely proud of these developments and am confident that the organisation is well-positioned to continue growing and increasing our impact across India and Nepal.

The impact of the COVID pandemic on our work has been profound. We were forced to face massive changes to how we operate and fund what we do. I am so impressed that our staff, led by our CEO, Sujatha, found many ways to pivot, adapt and, eventually, thrive in the context of the various stages of the “new normal.”

In 2022, as lockdowns eased and movement became more accessible, we were able to build the capacity of our teams through new partnerships with other organisations working with women in India and Nepal. We also re-launched our student and professional fellowships program after COVID, with our first group of students booked in for early 2023. We invite others to join us, as I did, to experience this fantastic personal development opportunity.

From a governance perspective, one of our most significant achievements in 2022 was securing charity status in India. This has opened up a whole new network of partners that can support us financially. In parallel with this, 2022 also saw us build the capacity of our Global Philanthropy team and engage all of our board members in a series of networking and fundraising events to celebrate our 10th anniversary. I had the pleasure of attending the celebration in Melbourne, and it was a wonderful mix of current and former staff, supporters, and some of our co-founders. This was indeed a highlight of my time working with Pollinate Group and filled me with confidence about the future of our organisation.

Going into 2023, the challenges we are addressing – clean energy, poverty, and gender inequality, remain as significant as ever. Our work makes a difference, and I am incredibly excited by our ambitious plans to increase Suryamukhi recruitment across India and Nepal. The rate at which we can effect change is only limited by the rate at which we can secure funding and partnerships to support what we do. Finding ways to fuel our ambition remains our greatest challenge and one that I am very much looking forward to helping to address.

Thank you to all of our staff and supporters for everything you do. Please enjoy reading this report and reflecting on where we are and where we are going.



**Scott Watkins, Chair**



## MESSAGE FROM OUR CEO

“As we enter 2023, we are grateful and humbled to complete ten years of service to the most marginalised people in India and Nepal. Since 2012 we have refined our approach to micro-entrepreneurship, women empowerment, and access to clean energy. Our impact over the last ten years is a testament to our theory of change, our model of micro-entrepreneurship but most of all to our staff, our Suryamukhis (women entrepreneurs), and, importantly to you, our supporters who make this possible.

We have reached close to 800,000 people through a network of over 1761 Suryamukhis and distributed 263,000 products such as solar lights, water filters, and female hygiene products to change the lives of some of the most vulnerable people in the world. These products have helped communities save over AUD 31 million and reduced 1,540,000 tonnes of Co2e by reducing the use of harmful fuels such as kerosene.

We are inspired by our mission to empower women as change leaders and create intergenerational change for those living in extreme poverty. At the meeting point of SDGs 1, 5, and 7, we see the most significant impact: understanding the power of a woman given a voice and the chance to improve her life and her family. Our supporters can feel confident in their choice to enable our work. Every dollar invested with Pollinate Group creates intergenerational change in communities living in extreme poverty.

We are committed to keen observation, evaluation, and listening to the voices of those we seek to empower. We are their guide, but they are the real heroes of our work; they strive to create a better life for themselves and their families in the face of insurmountable odds. Long-held roles in the family are being changed, and women are

being elevated as leaders, giving them agency and dignity. We are confident that our model will withstand future shocks of climate change, causing people to be displaced, and offer them a chance to rebuild their lives.



We are continuing to build our digital capabilities to enhance the digital literacy of our Suryamukhi. We have increased access to smartphones, which our Suryamukhis earned as their sales incentive. In another 10 years, we can look back and celebrate how far we have come, but for now, we want to stay fixed on our vision to reach 10,000 women by 2025 and create a scalable model.

I thank our Suryamukhis, Staff, Board, and Supporters for their commitment to our vision. We feel outstanding achievement through our work and are energised by the challenges ahead. We are happy to share this report with you and looking to grow as we work together at the intersection of SDGs 1, 5, and 7 to empower more women to distribute life-changing clean energy products and lift themselves out of poverty.

We invite you to join us as we journey to empower 10,000 women by 2025.

Let's march on. “

**Sujatha Ramani, CEO**





# About Us.



Pollinate Group was founded in 2012 by six Australians to address poverty and energy access in India by distributing clean energy products to marginalised communities and sales agents promoting cleaner and safer communities. Pollinate successfully established a network of sales agents across India and, in 2018, merged with Empower Generation, a similar organisation working in Nepal, to enhance our scale and impact. It paved the way for a women-centric model in 2019 to empower women entrepreneurs from marginalised communities trained to distribute products such as solar lights, clean cooking stoves, and hygiene products that create cleaner and safer communities that live off the grid.

With its unique impact model, Pollinate trains marginalised women in entrepreneurship skills, equipping them with financial management, sales and communication, and digital inclusion modules via the learning management platforms. Pollinate Group paves the path for women and their communities to access sustainable, cleaner, life-changing products.

In its capacity as a social enterprise, the impact model focuses more on the neglected women motivated by compassion and a desire to improve social and economic conditions.

### **Our Mission:**

We empower women as leaders of change to distribute products that improve health, save time and save money for the world's most neglected communities

### **Our Vision:**

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





## MISSION 2025

Pollinate Group has set an ambitious goal of distributing **1.5 million** clean energy products by 2025, empowering **10,000** women and impacting **10 million** people across India and Nepal. To achieve this goal, the organisation has developed a comprehensive plan, utilising digital tools to scale operations, building a network of field staff, establishing strong relationships with suppliers, and expanding connections with Suryamukhi communities. Additionally, Pollinate Group has formed partnerships with other non-governmental organisations working in the sector, which enhances its reach and increase its impact.

Pollinate Group has also established strong relationships with suppliers to ensure the availability of quality clean energy products at affordable prices. This not only benefits the end-users but also helps local businesses and economies.

Overall, the organisation's holistic approach to sustainable development, which involves empowering women, promoting clean energy, and building strong partnerships, has the potential to impact millions of lives in India and Nepal positively.



## MISSION 2030

Pollinate Group's vision for 2030 is to create a vast network of financially independent and empowered women entrepreneurs who are leaders in their communities and can pull themselves, their families, and communities out of poverty. The goal is to scale the model across India, Nepal, and other countries resulting in the well-being of all.

### *Pollinate Group's vision for 2030*



Recruit and train 40,000 high-potential Suryamukhis to build businesses in hard-to-reach and marginalised communities



Enable our Suryamukhis to sell 7.8 million units of clean energy and household products that save time and money while improving communities



Reduce 122 million tonnes of Co2e emissions



Expand our operations from 28(current) to 50 cities in India, Nepal, and other countries to grow the impact globally



Impact over 120 million people





In order to methodically scale impact in marginalised communities and grow operations in line with the objectives, the four-pillar strategy focuses on investing in people, diversifying the product range, building meaningful partnerships, and adopting technology for scale.

The outcome is guided by the theory of change that empowers women as leaders of change to distribute products that improve health and save time and money for the world's most neglected communities in four key areas:



- 1
- 2
- 3
- 4

**Reducing households in poverty**

**Increasing women entrepreneurs taking up leadership roles**

**Communities having increased digital access**

**Communities are cleaner, healthier, and safer**



## ABOUT OUR COMMUNITY AND PEOPLE REACHED

### Defining our communities

Pollinate Group has expanded its presence in India, covering 25 different geographical areas and 3 districts in Nepal. Despite the challenges of working with disadvantaged communities earning less than \$1.90 a day, Pollinate Group's efforts have resulted in an impressive growth of 127% in 2022, reaching out to 5323 communities.

The people in these communities are often marginalised, lacking access to formal education, and not engaged in any formal economy. The people and the communities are often scattered.

As a result, they are trapped in a vicious cycle of intergenerational poverty and require significant support to break free from it. Despite the immense need for assistance, helping these communities is highly challenging due to their difficult terrain and trying circumstances.



### Defining our women entrepreneurs

The women entrepreneurs at Pollinate Group, called Suryamukhis, which means sunflowers in Hindi, are a diverse group of individuals ranging from 18 to 54 years of age, hailing from various regions across India and Nepal typically having completed primary and secondary education, with 31% being illiterate.

Most of the Suryamukhis get married in their early teens years and have two children by the time they reach 25 years of age. Unfortunately, every 5 out of 6 households of Suryamukhis live below the poverty line, earning less than \$1.90 per day. This means they have limited access to resources, including capacity-building or upskilling training programs. At least 60% of the Suryamukhis have never attended training, indicating a sense of disempowerment and a feeling of low status in their communities.

Pollinate Group invests in such women who lack access to opportunities and resources through training programs, mentorship, on-the-job support, mobile hives, among others with the goal of improving their livelihood opportunities. Supporting and empowering these women to create successful clean energy micro businesses benefits their families and communities and contribute to a greener planet. This results in helping them break the cycle of poverty and make communities thrive with empowered women.





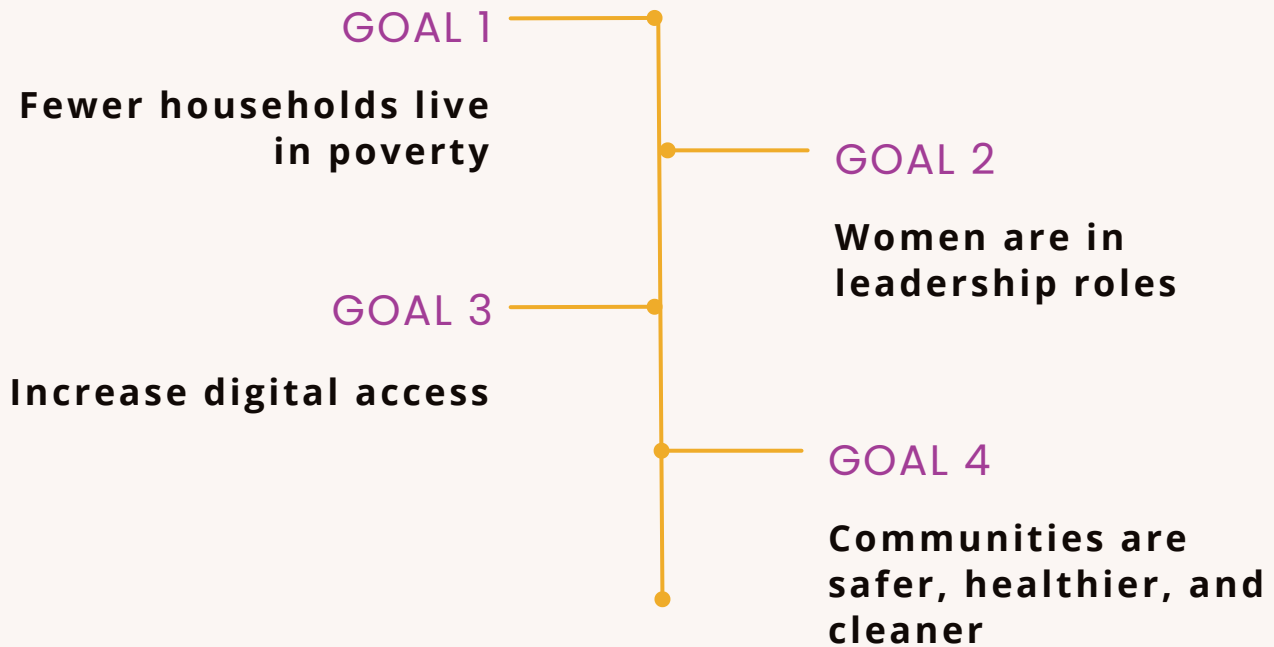


# 2022 Impact Snapshot.



## About our impact

In 2012, Pollinate Group began with a mission to provide clean energy access to the most marginalised communities by empowering women in India and Nepal. After ten years of impact, the mission is fortified with substantial evidence.



## About theory of change

Pollinate Group's theory of change (TOC) is based on this impact framework and focuses on empowering women and communities through entrepreneurship and positively impact society. The programs and initiatives aim to provide the entrepreneurs with training, resources, and mentorship, helping them establish sustainable businesses that generate income and create livelihood opportunities.





# Pollinate Group's Theory of Change (TOC)

Activities	Output	Short term Outcome		Long term outcome
Recruit marginalised women to be entrepreneurs	Women entrepreneurs are active in Pollinate Group's workforce	Women entrepreneurs have an additional source of income	Women entrepreneurs increase annual income	Fewer households living in poverty
Provide training and support	Women entrepreneurs receive business skills training & mentorship	Women entrepreneurs own and lead their own business	Women entrepreneurs have agency and access to productive resources	Women take on leadership roles
Provide access to smartphones and training on digital literacy	Women entrepreneurs use smartphones and take part in the training	Women entrepreneurs undertake cashless transactions through smartphones	Women entrepreneurs use digital technology effectively in their daily lives	Communities have increased digital access
Distribute clean energy and life-improving products to households	Households use energy and life-improving products	Women have more leisure time and save money	Households produce less CO2 emissions	Communities are safer, healthier and cleaner
		Households experience a better quality of life		



### Impact areas for the year

"Pollinate Group grew its operations from 14 locations in 2021 to 28 locations in 2022.





**POLLINATE GROUP'S GROWTH**

14 locations in 2021 (55.56% increase)  
28 locations in 2022 (100% increase)

786 SUR empowered in 2021 (127.17% increase)  
1091 SUR empowered in 2022 (38.80% increase)  
India

**GROWTH IN WOMEN (SURYA MUKHI) EMPOWERMENT**

520 SUR empowered in 2021 (14.04% increase)  
670 SUR empowered in 2022 (31.15% increase)  
Nepal

315K in 2020  
347K in 2021  
383K in 2022  
India

**NO. OF PEOPLE IMPACTED**

365K in 2020  
389K in 2021  
409K in 2022  
Nepal

1.07 M in 2020  
1.10M in 2021  
1.11M in 2022  
India

**TCo2e SAVED**

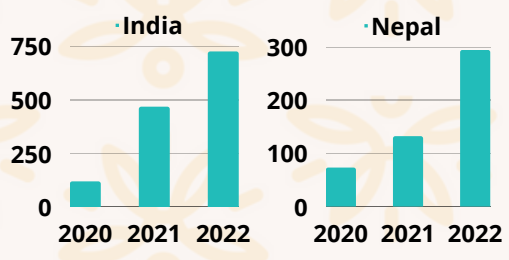
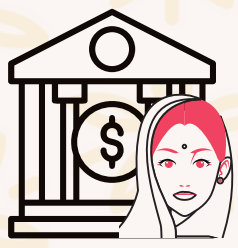
375.97 K in 2020  
378.50 K in 2021  
378.74 K in 2022  
Nepal

AUD 22 M upto 2022  
India

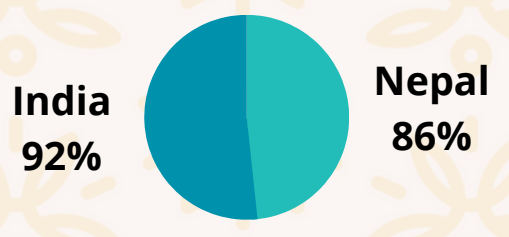
**\$ SAVED BY CUSTOMERS**

AUD 9.8 M upto 2022  
Nepal

**Suryamukhi Empowerment Impact**



-women entrepreneurs who have bank accounts

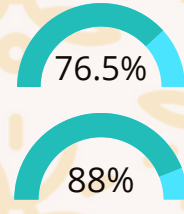


-% women entrepreneurs with increased self-confidence



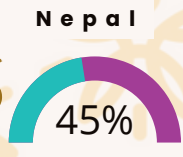
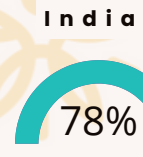
21% in India  
40% in Nepal

-% women entrepreneurs who have started formal business\*



India  
Nepal

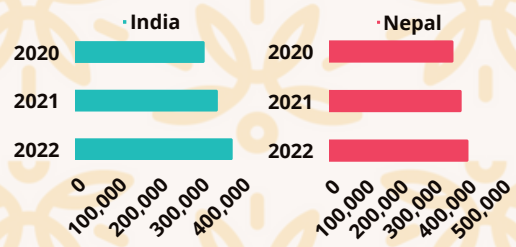
-% of women entrepreneurs with increased income\*



-% women entrepreneurs who increased their business skill and knowledge\*

**SDG Goals and Indicator Impact**

**SDG Indicator: Proportion of population living in households with access to basic services**



-Communities are safer, healthier and cleaner

**SDG Indicator: Proportion of women in managerial positions**



India: 26% in 2021  
Nepal: 51% in 2021

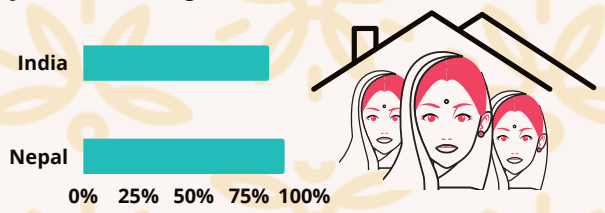
-Women take on leadership role

**SDG Indicator: Renewable energy share in the total energy consumption**



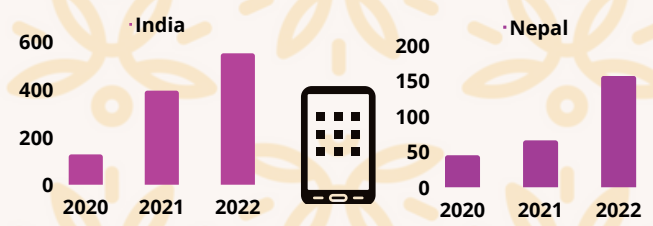
-Number of SDGs products sold/ tCo2e saved

**SDG Indicator: Proportion of population living below the national poverty line, by sex and age**



-Households in poverty reduced

**SDG Indicator: Proportion of individuals who own a mobile phone by gender**



-Women have access to smartphones

**SDG Indicator: Proportion of informal employment in total employment, by sector and sex**



India: 41% in 2021  
Nepal: 75% in 2021

-% of women who were unemployed before but now are working as Suryamukhi

Pollinate Group's Aligned Goal



10 years of impact



Pollinate Group has defined the direct and indirect outcome metrics to measure changes in the Suryamukhis' lives. The data is gathered and measured using the CRM system and conducting periodic impact surveys. The indicators and metrics used to measure them are discussed in more detail in the following sections, along with an overview of the impact figures for India and Nepal combined.

Analysis on each woman's economic position based on their family income, individual wages, and contribution to their financial situation helps determine the impact on reducing poverty.

### KEY IMPACT OUTCOMES

- Population living below the poverty line considering \$1.9 earning per day as the benchmark - 88%
- Average annual income of the Suryamukhis - \$54.7 in India; \$59.5 in Nepal
- Contribution of women in the family expenditures -73%
- Change in Suryamukhis income - 82%

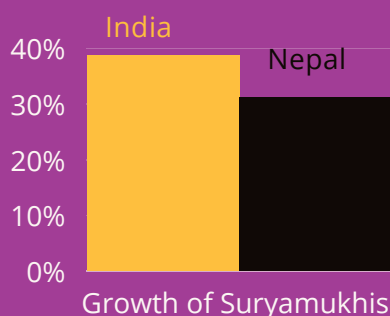


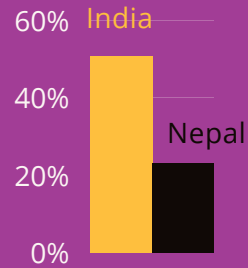
- Women in managerial positions- 39%
- Women who have started a formal business after joining Pollinate -31%
- Increased business skills and knowledge -62%
- Improvement in the access and control over productive resources in the household and community- 26%
- Increased self-confidence -89%
- Got a job and joined the formal economy -64%

- Number of women who have access to a smartphone - 709
- Number of women using cashless transactions, mobile application- 316
- Number of women entrepreneurs who have bank account-1020
- Number of women entrepreneurs empowered- 1773

- Number of products sold- 263,000
- People reached- 800,000
- TCo2e saved- 1,540,000
- \$ Saved by the customer-\$31 million
- Improved quality of life of the customers - 32%





% women entrepreneurs having increased digital access

**Top 10 impact indicators in 2022**

**82%** Increased suryamukhi income

**89%** Increased self-confidence

**73%** Women contributed to the family expenses

**62%** Increased business skill and knowledge

**64%** Women joined formal economy

**39%** Women in managerial positions

**31%** Women started a formal business after joining Pollinate Group

**32%** Improved quality of life reported by customers

**316** Number of women doing cashless transactions via the mobile application

**709** Number of women who have access to a smartphone





**Fellowships.**



The COVID-19 pandemic prevented Pollinate Group from hosting fellows in India and Nepal in 2020, which paved the way to develop a new **Digital Fellowship Program**. The pilot digital fellowship program was launched in January 2021 for students to gain valuable skills in micro-entrepreneurship, women’s empowerment, sustainable energy, and poverty alleviation. This fellowship ran successfully, allowing Pollinate Group to host two more digital fellowships in 2022.



Over four weeks, the students worked in groups through virtual field visits to the communities and also through interviews that the students themselves conducted. They were all given real-time challenges, and the students worked together to do root cause analysis and develop deployable solutions.

The students from different universities collaborated to incorporate multiple perspectives from everyone. Proficiently mentored and guided by the senior leaders of Pollinate Group, the students were able to bring forth their observations aligned to Pollinate's impact outcome goals. The result was mutual learning and gaining deep new insights.

*Talking to women from marginalised communities to understand their circumstances better is an opportunity you get only sometimes. It made me realise that small actions can significantly impact the world. Being part of a woman's success story is something I'll hold close to my heart. This fellowship has been an eye-opening experience for me overall.*

**-Subasree Veluswamy, Digital Fellowship Program, 2022**







**A Decade Of  
Impact, A  
Decade Of  
Celebration  
And Growth.**



**10 achievements of the last 10 years**

- 01 Merger with Empower Generation resulting in growth of impact in Nepal
- 02 DFAT support to pilot women entrepreneurship model in India
- 03 First Indian CEO recruited to lead the organisation from 2019 onwards
- 04 Developing Learning Management System and Business Application, creating a pathway for digital enablement and scale
- 05 Proactive knowledge dissemination by Suryamukhis on health & hygiene practices to ensure near-zero covid incidents in the communities
- 06 Pivoting to digital fellowship to continue providing learning experiences for students in hybrid form
- 07 Increasing reach from 6 cities to 25 cities in India through an efficient distribution and partnership
- 08 Expanding through the partnerships model to scale the impact and reach 1000s of Suryamukhis
- 09 Building long-term partners, such as DOEN Foundation, RVO Netherlands, Whole Planet Foundation, Solar Quotes, Australian Ethical, Worley, Arup, Beechfield Brands
- 10 ACFID accreditation testifies to prudent business practices and, en route to becoming a world-class social enterprise





## 10 year anniversary celebrations



In November 2022, Pollinate Group turned **10**. Over these ten years, Pollinate Group has grown into a world-class social enterprise. This landmark belongs to the entire Pollinate Group community of people who believed in the mission and played a part in the journey and helped create an impact at multiple levels in the life of marginalised women entrepreneurs from unserved communities in India and Nepal. What started as a model to make energy access to migrant communities has now evolved into a thriving organisation offering training and livelihood opportunities for women in these communities.



Pollinate Group marked its 10th anniversary through a celebratory event hosted in the US in October and Australia in November 2022. The event was attended by the board members, supporters and the founders of Pollinate who were all part of the journey.

The event also helped Pollinate gain new supporters and generate interest in the scale plans for the next decade.



### 10 reasons to celebrate

1 Feel a sense of **PRIDE** about Pollinate's vision and mission

2 An **AWARD WINNING** world class social enterprise

3 Bridging the **ECONOMIC AND DIGITAL DIVIDE**

4 **TELL STORIES** from the communities to all

5 **SHARE LEARNINGS** with the wider global community

**Ten reasons to celebrate**

6 **Poised for GROWTH** in the next decade

7 **CELEBRATE** every achievement

8 **REFLECT** on the impact on the communities

9 **THANK** all the supporters of Pollinate Group

10 **Position Pollinate Group** as a **THOUGHT LEADER** in this sector

### 10 new things in the next 10 years

1 **Expand to new geographies**

2 **Increase product offerings**

3 **Explore new funding models**

4 **Deepen impact measurement and evaluation**

5 **Advocate and influence policies on gender, energy, and livelihoods**

6 **Invest in technology to meet the growth and scale plans**

7 **Offer training and support in a consultative model**

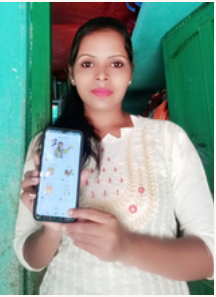
8 **Fostering innovation in entrepreneurship**

9 **Diversify revenue streams**

10 **Establishing as a brand for sustainability**



**10 successful field stories and customer stories**



**Rupali**, a single mother, joined Pollinate 2 years ago to support her family and daughter's education. With digital training and support, she became a successful entrepreneur, expanding her business beyond her communities. Her earnings helped her become independent, and she plans to start her own clothing business while remaining a part of the Pollinate family.

Rupali shared, **"Pollinate's digital training enabled me to grow my business, and I can confidently handle various aspects of running my business without anyone's help. I want to thank Pollinate Group for its continued support and always want to remain a part of the Pollinate family."**



Despite her limitations, **Lakshmi**, a daily wage laborer, became a successful woman entrepreneur with Pollinate's interventions. Enabled with entrepreneurship training she successfully created a business within a year without her husband's support. Lakshmi's success has inspired other women in her community, and her husband now supports her.

**"Every basic amenity is a privilege when we live on the periphery. We pay not only for drinking water but also water for domestic use. In such a scenario, isn't it wonderful that even during the pandemic, every house in my community had uninterrupted power through clean energy that they did not have to pay any bills for!"** says Lakshmi.

**SURYAMUKHI STORIES**



**Hamida**, a small shop owner and entrepreneur, joined Pollinate Group in September 2021 to support her family income. She diversified her products by offering affordable clean-energy and household products from Pollinate Group. She travels up to 70 km to advocate for solar products and interact with potential customers from her small makeshift shop.

**"I had no meaning to my life other than taking care of my family, but now I feel confident that I can achieve things. I can help more than 150 families in my community through my clean energy products, and children can study longer and fall less sick. What could be better?"** says Hamida.



**Bhagwati**, a small shop owner from Nepal, struggled to make ends meet with her husband's earnings. After joining Pollinate as a woman entrepreneur, she received training that improved her business knowledge and digital financial literacy. She battled the pandemic's effects and grew her sales, becoming the owner of a roadside eatery.

She says, **"Because I know the benefits and the details of the products I sell, I no longer need to convince a new customer. They are seeing it themselves and are placing orders for it. I am happy that my products make my community safer and healthier."**



**Rajkumari**, from a remote village in Nepal, faced financial challenges due to a lack of income opportunities and essential facilities. She became a Suryamukhi to help improve her family's quality of life and gain independence. She started selling solar products with Pollinate's training and support; she expanded to other products, including taboo-breaking sanitary napkins. She achieved high sales revenues and made a significant impact in her community.

Rajkumari says, **"100% of women in my village now use sanitary napkins, and no woman lacks access to menstrual products. My community celebrates me as a woman leader who champions women's issues. I have turned my dream of a micro-enterprise into a reality that profoundly impacted our community's health, hygiene, and savings."**



**Dheenamma**, a customer from a small village near Vinukonda town in Hyderabad, purchased a solar light to replace her kerosene lamp for lighting in her tent. Although she now lives in Hyderabad with her family, she would take the light to her native village. During her daughter's pregnancy, they stayed in their native village as per tradition. The solar light's brightness immensely helped them care for the newborn and perform daily activities, positively impacting their lives.

**CUSTOMER STORIES**



**Sumandevi Chaudhary**, a 46-year-old farmer with no formal education and no landholdings, used to rely on expensive diesel water pumps to irrigate her less than an acre of farming land, limiting her crop options. Through Pollinate Group, Sumandevi bought a solar water pump, enabling her to grow seasonal and non-seasonal crops and hire daily-wage employees. Suman's success has sparked interest in neighbouring villages, where no one has such technology. She now earns income by allowing others in her community to use the solar water pump for a fee.

**"I have meaningful assets now, harvest crops twice a year, increased income, and even provide daily-wage employment."**



**Annandamm** and her husband relocated to Bangalore and have lived without electricity for the past 10 years. Concerned about their children's safety due to the presence of snakes in and around their homes, they decided to purchase a light. On the day the family got the light in their home, they were overjoyed. The children were particularly excited about finally having access to light.

The family had been using the light and had noticed several benefits, including increased space and lighting in their home, which allowed their children to play and study more comfortably.





**Kant Dagaura**, a Bhagad (the traditional practice of sustainable living by utilising local and minimal resources as a way of life) residing in the Kailali District of Nepal. Kant, 75 years old, continues to live with whatever resources he can gather from his village. However, his lifestyle took a turn when he came across smoke-free kitchen appliances being sold by a Suryamukhi from the community. Intrigued by the new technology, Kant purchased a Roti maker and Rice cooker from her. As a religious Bhagad, Kant prefers to cook his food and prohibits his family from touching it. Since he bought and started using his own Roti Maker and Rice Cooker, he no longer requires a separate kitchen for himself, making it easier for his family members as well. Previously, his kitchen used to be full of smoke due to the use of firewood, but now, by transitioning to an electrified kitchen, Kant feels that he is leading a healthier life.



**Seikh Hamid** owns a makeshift roadside eatery in Kolkata, where he serves cooked meals to his customers. Even in extreme weather conditions, he operated his business without access to electricity. He eventually decided to try using solar lights and purchased one from a local suryamukhi of Pollinate Group in his area.

It has been six years since he started using these lights and two years since he bought a solar fan. Hamid is a satisfied customer, as solar lights helped his business grow in the evenings.

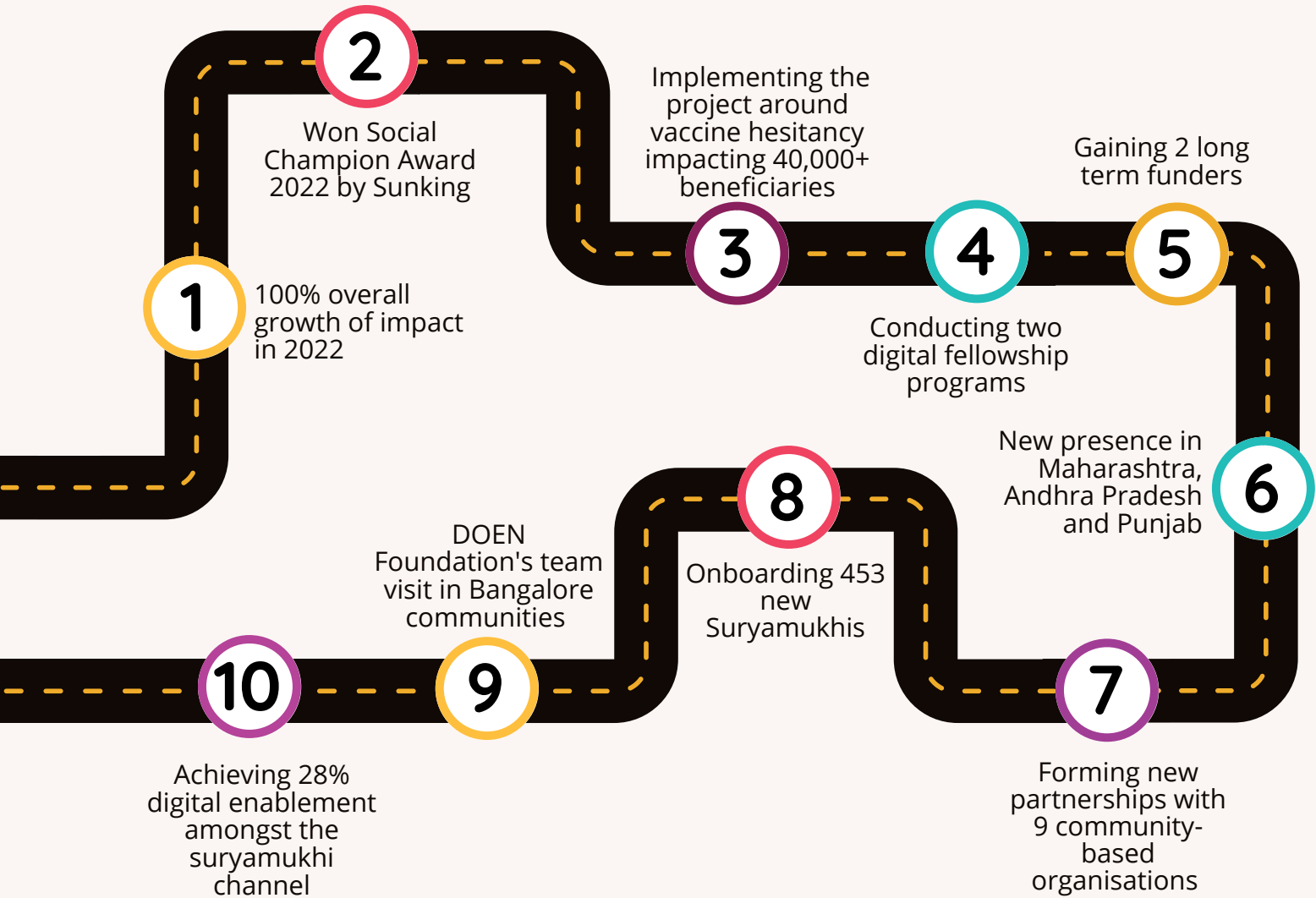
Unlike other nearby hotels, his establishment has the advantage of having solar fans, attracting more customers during the peak summer season.



**Anantha** from Tumkur owns a bhaji (fritters) shop. He faced challenges running his shop after sunset due to the lack of proper lighting. He tried using a low-powered battery light, but its short lifespan and recurring expenses made it costly. Soon he came across solar products sold by a suryamukhi near his locality, and he bought one.

After using the solar light for a year, Anantha noticed a surge in his customers during the evenings. He no longer has to worry about recurring expenses or the light's lifespan. As a result, his profits have increased, and his shop is now popular in the locality. He recommends these solar lights to other shopkeepers and families struggling with lighting issues. Anantha also plans to purchase a solar fan soon.

10 achievements for 2022





10 lessons and learnings in 2022



1

Employee productivity is essential to scale our impact.

2

Innovate to increase earnings for women entrepreneurs.

3

Invest in personal and professional growth.

4

Small and incremental changes in daily work can help achieve great heights for the organisation.

5

Sharpening skills to bring out the full potential to successfully serve the women entrepreneurs.

6

Focus on continuous learning and development

7

Investing in women always yield results as demonstrated by the Suryamukhis

8

Technology adoption provides efficiency and scope for scale

9

Assessing the product needs helps women entrepreneurs grow their businesses

10

Identifying and collaborating with like minded partners helps in scaling our impact.

### 10 things in the next 10 years







# Pollinate In The Spotlight.



1

Pollinate Group CEO Sujatha Ramani won the 'TiE Sustainability Summit Women Entrepreneur of the Year Global Award in 2021

2

Sunking Social Champion Award was won by Pollinate Group in 2022

3

In 2022, Vocational Excellence Award by Rotary Club of Bengaluru was awarded to Pollinate Group

4

Pollinate Group was the finalist for the 2022 IABCA Australia India Impact Award







**Our People.**





**SUJATHA RAMANI**  
CEO

*"Pollinate has demonstrated extraordinary progress in empowering women through the distribution of clean energy products to the most marginalised communities that immediately improve their living conditions while alleviating poverty. And each one of you has played a very important role in achieving this."*



**SITA ADHIKARI**  
Director of Impact

*"Our women entrepreneurs are living proof that success is not determined by one's education or wealth but by how much one is committed and motivated to bring changes in oneself and someone else's life. It is rewarding to see thousands of women growing under the Pollinate umbrella."*



**RAVI KUMAR PARAMKUSUM**  
Senior Director of Growth

*"Pollinate Group has shaped and positioned itself as a world-class organisation in the space of women entrepreneurship for a decade and will continue to amplify the same in the future. I feel honoured to be a part of such a passionate team and an amazing vision that is 'Redefining Entrepreneurship.'"*



**SHACHI IRDE**  
Director of PCL and SE

*"Empowering women is hard; it is harder when the women you interact with don't know they can be empowered! While we all often speak about this, it is only here that I can see it in measurable action. The model that Pollinate Group follows is extremely impactful. What can be more gratifying than this!"*



**MAHADESH KG**  
National Sales Manager

*"Our focus on increasing the consistency of our Suryamukhis' entrepreneurship ultimately helps achieve the four impact areas of Pollinate. Our motivation for upscaling them in digital technology and sales activities is pivotal to improve Suryamukhis businesses."*



**VINUTHA S**  
Finance and Compliance Manager

*"The proud moment of realizing that I am a part of an organisation that enables women entrepreneurs to empower themselves puts a bright smile on my face. It always gives me immense pleasure to continue working towards the impact and helping women to fight poverty."*





**RADHA RANI**

**Senior Executive  
Monitoring & Evaluation**

*"It has been a great experience working with Pollinate and contributing to the noble work to empower women from marginalised communities."*



**JABIR AHMED**

**National Operations  
Manager**

*"To accomplish our mission and vision, it is essential to prioritise meeting the needs of the Suryamukhi communities. This will aid in the success of all Suryamukhis and enable us to empower women through the cumulative effect of small actions."*



**AABHAS ADHIKARI**

**Finance & Compliance  
Assistant Manager, Nepal**

*"Working with Pollinate Group is to have a career and empower marginal women simultaneously, and one gets such an opportunity rarely."*



**SHOAIB ALI**

**Tech Support Executive**

*"Witnessing women's digital empowerment and transformation into leaders of change is truly inspiring. Each day at work is filled with new learnings and fulfillment to transform communities."*



**SHWETA DHAKAL**

**Field Enablement Manager,  
Nepal**

*"At Pollinate, we believe empowering women from disadvantaged communities is not just a noble cause but a transformative one. Through our innovative training programs and entrepreneurship model, we are creating role models and uplifting the lives of countless women."*



**KRISHNAPPA E**

**Area Manager**

*"Pollinate Group is an organisation with which I have learned how giving a chance to marginalised communities can help them grow and transform their lives. My heart fills with joy as I witness this daily through my work as a member of the Pollinate family."*



**UJJWALA MANI**  
Fellowship Manager

*"As the Fellowship Manager, watching academicians and students blend into our system to make a difference and lead with complete onus is wonderful. The culture at Pollinate strives to bring out the best in all of us, making work feel like a joy to wake up to!"*



**TANMOY KAR**  
Field Mobilizer

*"Each day at work is a great satisfaction as I can contribute towards empowering women from underserved communities."*



**PABITRA ARYAL**  
Area Manager, Nepal

*"A few years back solar power was unheard of in communities. We have come a long way since, breaking stereotypes with our women bringing first-time energy access to so many families through solar power."*



**JOE MANGER**  
Philanthropy Manager

*"Pollinate Group is dedicated to empowering marginalised women to learn skills, earn a sustainable income and improve the lives of their communities. I feel proud to contribute to such a life-changing, unique model."*



**PRAVEEN JORRIGALA**  
Field Mobilizer

*"My vision is to make women financially independent and improve the life of Suryamukhis and marginalised community people. Life is all about making a difference, and what more can be fulfilling other than working towards empowering women to be financially independent."*



**PRACHI BANSAL**  
Assistant Manager - HR

*"Every day, I am inspired by the women who have chosen to be part of our mission to become leaders and role models in their communities. I am proud to be a part of Pollinate and will continue supporting the company's vision of empowering women through entrepreneurship."*





# Our Trusted Partners.





AUSTRALIAN  
COUNCIL  
FOR  
INTERNATIONAL  
DEVELOPMENT



Ministry of Foreign Affairs of the  
Netherlands

100 WOMEN



australianethical



Australian Government

Department of Foreign Affairs and Trade

WHOLE  
PLANET  
FOUNDATION

Worley  
energy | chemicals | resources

Beechfield Brands

STICHTING  
DOEN

■ NATIONALE ■  
POSTCODE LOTERIJ



Draper  
Richards  
Kaplan  
FOUNDATION

flow  
power



SOLAR  
QUOTES®  
SINCE 2009





# Partner Testimonials.

Pollinate Group believes in the power of synergy.

When organisations from different sectors pool their resources, they create opportunities for social impact that cannot be solved by working alone. This can light the brightest path forward by engaging together in socially and environmentally important causes facing our collective community! Pollinate Group is committed to partner with organisations to increase its impact of work in communities across India and Nepal.

Income opportunities were created for 453 new Suryamukhis in India and Nepal through recently formed partnerships. Pollinate Group is looking forward to continue this momentum of forming new partnershipship to scale its impact.

### Syngenta Foundation India

*"Agri Entrepreneurship program of Syngenta Foundation India essentially aims at significantly increasing the income of smallholder farmers while providing sustainable livelihood to unemployed rural youth – irrespective of their gender. SFI joined the Pollinate group to empower women from the bottom of the pyramid. These women are trained as leaders of change to distribute products related to health & energy at a very affordable price to neglected communities. The Pollinate group's vision complements that of SFI & the collaboration will help female members of smallholder farmer families earn additional income. This partnership will undoubtedly help millions of women from vulnerable sections of our society by providing access to opportunities, gain financial independence & decision making."* -**Rajendra Jog, Executive Director**



### Sampark



*"Sampark's 31 years of work with 16000 rural women taught us that investing in women's economic empowerment sets a direct path toward gender equality, poverty eradication, and inclusive economic growth. Gender discrimination means women often end up in insecure, low-wage jobs and curtails access to economic assets such as land and loans. Small entrepreneurial activities help them to gain market knowledge, earn assets and income in their name, and bring about a much-needed increase in their agency and confidence. With the partnership with Pollinate group, Cooperative women from Koppal were able to gain exposure to different products, sales styles and income-earning opportunities."*- **Ms. V. Prameela, CEO**

### Nisarga

*"We appreciate your service to rural women and making them entrepreneurs. While partnering with you, we seek the support to achieve the goal and objectives of the organisation, strengthening the thematic areas/programs in the field and reaching out to the target groups."*-**Sr. Sunitha Smitha DSouza, Director.**





## Kisan Coop

"Financing a microfinance member without a plan to make the member an entrepreneur is like throwing the fund in the sand. So, we have dedicated ourselves to releasing the loan fund for members willing to be entrepreneurs, and we are prepared and aware of this, so let's onboard them through this partnership."-**Dambar Bahadur Shah, General Manager**



## Samarthanam Trust for the Disabled

"Inclusive education is a project to address the gaps in the education system, in which children with disabilities have equal opportunities to participate in mainstream village schools. With support systems such as resource teachers, special coaching, health referrals, assistive devices, social security, and equal rights opportunities.

In case of severe or profound disabilities in children or adults, the caregiver is the most affected with a lifelong commitment.

Caring relationships come in various forms, including a mother caring for a child with Cerebral Palsy, a son caring for his elderly father, or a wife caring for her husband with Schizophrenia. Typically, when a family member requires care, a 'primary' carer is responsible for most, if not all, of the caring responsibilities. While every care is unique, they are united because they work daily to care for their loved ones without remuneration for their efforts.

In this process, the carers are missing out on livelihood opportunities, and carers often have to curtail their social and leisure activities, including forgoing family gatherings and community events. Public spaces that aren't adapted for people with mobility issues mean it is often challenging for carers to be able to take a relative with disabilities to social activities.

To help carers attain financial independence and freedom, the project has grouped interested carers to take up income generation activities, to sustain themselves, while being available at all times for their loved ones." -

**Mohan K, Programme Head, Community & Rural Initiatives.**



ಸಮರ್ಥನಂ ಅಂಗವಿಕಲರ ಸಂಸ್ಥೆ  
Samarthanam Trust for the Disabled®





# Financial Reports.



## Consolidated Statement Of Profit Or Loss And Other Comprehensive Income For The Year Ended 30 June 2022

	Note	2022 \$	2021 \$
<b>Revenue and other income</b>			
Donations and Gifts	2	235,236	332,836
Other revenue	3	<u>1,030,103</u>	<u>553,819</u>
		<u>1,265,339</u>	<u>886,655</u>
<b>Expenditure</b>			
International Programs		(528,386)	(522,874)
Funds to International Programs		-	(56,883)
Program Support Costs		(143,403)	(60,376)
Government, multilateral and private		-	(105,480)
Finance costs		(80)	-
Accountability and Administration		(79,531)	(249,758)
Insurance expense		(1,501)	-
Professional fees		(16,588)	-
Other Expenditure		<u>(280,928)</u>	<u>(15,351)</u>
<b>Total expenditure</b>		<u>(1,050,417)</u>	<u>(1,010,722)</u>
<b>(Deficit)/Surplus before income tax expense</b>		214,922	(124,067)
Income tax expense	4	<u>(1,113)</u>	<u>(24,974)</u>
<b>Net (deficit)/surplus from continuing operations</b>		<u>213,809</u>	<u>(149,041)</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		21,062	(44,275)
Foreign exchange translation of Pollinate Group (US)		<u>4,371</u>	<u>(3,273)</u>
		<u>25,433</u>	<u>(47,548)</u>
<b>Other comprehensive income for the year</b>		<u>25,433</u>	<u>(47,548)</u>
<b>Total comprehensive income</b>		<u>239,242</u>	<u>(196,589)</u>

Our full financial statement for the 2021-22 financial year is available on our website [here](#).

## Consolidated Statement Of Financial Position As At 30 June 2022

	Note	2022 \$	2021 \$
<b>Current assets</b>			
Cash and cash equivalents	5	483,828	291,021
Receivables	6	265,112	413,116
Other assets	7	<u>37,444</u>	<u>9,502</u>
<b>Total current assets</b>		<u>786,384</u>	<u>713,639</u>
<b>Non-current assets</b>			
Deferred tax assets	4	15,998	16,643
Property, plant and equipment	8	<u>5,342</u>	<u>1,366</u>
<b>Total non-current assets</b>		<u>21,340</u>	<u>18,009</u>
<b>Total assets</b>		<u>807,724</u>	<u>731,648</u>
<b>Current liabilities</b>			
Payables	9	200,964	124,351
Borrowings	11	-	161,545
Provisions	10	2,090	23,013
Current tax liabilities	4	-	24,573
Other liabilities		<u>50,000</u>	<u>100,000</u>
<b>Total current liabilities</b>		<u>253,054</u>	<u>433,482</u>
<b>Non-current liabilities</b>			
Provisions	10	-	<u>1,366</u>
<b>Total non-current liabilities</b>		-	<u>1,366</u>
<b>Total liabilities</b>		<u>253,054</u>	<u>434,848</u>
<b>Net assets</b>		<u>554,670</u>	<u>296,800</u>
<b>Equity</b>			
Reserves		(29,918)	(55,351)
Accumulated surplus		<u>584,588</u>	<u>352,151</u>
<b>Total equity</b>		<u>554,670</u>	<u>296,800</u>

Our full financial statement for the 2021-22 financial year is available on our website [here](#).



## Consolidated Statement Of Changes In Equity For The Year Ended 30 June 2022

	Contributed equity \$	Reserves \$	Accumulated surplus \$	Total equity \$
<b>Consolidated</b>				
<b>Balance as at 1 July 2020</b>	-	(7,803)	501,192	493,389
Deficit for the year	-	-	(149,041)	(149,041)
Foreign exchange translation of Pollinate Energy India Pvt Ltd	-	(44,275)	-	(44,275)
Foreign exchange translation of Pollinate Group (US)	-	(3,273)	-	(3,273)
<b>Total comprehensive income for the year</b>	-	<u>(47,548)</u>	<u>(149,041)</u>	<u>(196,589)</u>
<b>Balance as at 1 July 2021</b>	-	(55,351)	370,779	315,428
Surplus for the year	-	-	213,809	213,809
Foreign exchange translation of Pollinate Energy India Pvt Ltd	-	21,062	-	21,062
Foreign exchange translation of Pollinate Group (US)	-	4,371	-	4,371
<b>Total comprehensive income for the year</b>	-	<u>25,433</u>	<u>213,809</u>	<u>239,242</u>
<b>Balance as at 30 June 2022</b>	-	<u>(29,918)</u>	<u>584,588</u>	<u>554,670</u>

Our full financial statement for the 2021-22 financial year is available on our website [here](#).



**pollinate group**

Empowering Lives, Sustainably

[www.pollinategroup.org](http://www.pollinategroup.org)

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