



Annual Report

2024-2025



www.SwitchON.org.in

“

“It is not just me, the entire village is going through a positive change. The agricultural landscape in our village is changing and we find bliss in the fact that we are doing this together”

*-Chaya Rani Mahato,
Purulia, West Bengal*



Message from Co-Founder



This year marked a purposeful shift from raising awareness to building ownership and enterprises. We focused on women-led entrepreneurship, turning skills into businesses across climate-resilient agriculture, renewable energy, and green livelihoods. Women now run bio-input units, lead local production, and manage market linkages—proving that when rural women become entrepreneurs, communities prosper.

In North Bengal, our distributed renewable energy model helped tea garden communities adopt solar solutions and build clean-energy enterprises that boost incomes and climate resilience.

To scale entrepreneurship models, we introduced Greenovation Bootcamps and the Greenovation Gurukul, where innovators and grassroots changemakers co-created sustainable, scalable business solutions. Through workshops and capacity building, we strengthened practical skills, leadership, and enterprise-readiness in farming and livelihood clusters. One truth stands clear: real transformation happens when communities drive the change. Together with partners, governments, and funders, we will continue to grow women-led enterprises, green skills, and climate-smart entrepreneurship—making sustainability a lived reality across rural India.

Warmly,
Ekta Jaju
Co-Founder & Executive Director
SwitchON Foundation







Abbreviations

CRA -

Climate Resilient
Agriculture

DRE -

Distributed
Renewable Energy

FPO-

Farmers Producer
Organization

FPC -

Farmers Producer
Company

RWEs -

Rural Women
Entrepreneurs

M4E -

Move for Earth

EEWA -

Empowering Energy,
Water and Agriculture

India CAN -

India Clean Air
Network

COP-

Conference of the
Parties

DDUGKY -

Deen Dayal
Upadhyaya Grameen
Kaushalya Yojana

ITI -

Industrial Training
Institute

DC Cable -

Direct Current Cable

AC Cable -

Alternating Current
Cable

GP -

Gram Panchayat

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From Grassroots to Green Growth

SwitchON Foundation (regd. As Environment Conservation Society) began in 2008, to serve as a catalyst for the adoption of sustainable technologies and practices, working at the intersection of climate-resilient agriculture, clean energy, and green livelihoods and skills. With a dedicated team of 175+ members, we operate across 8 states in India, empowering communities with climate-smart solutions.

Through sustainability and innovation, we are committed to transforming 10 million lives, ensuring that love and action for the Earth lead to better livelihoods, improved well-being, and a thriving planet for all.

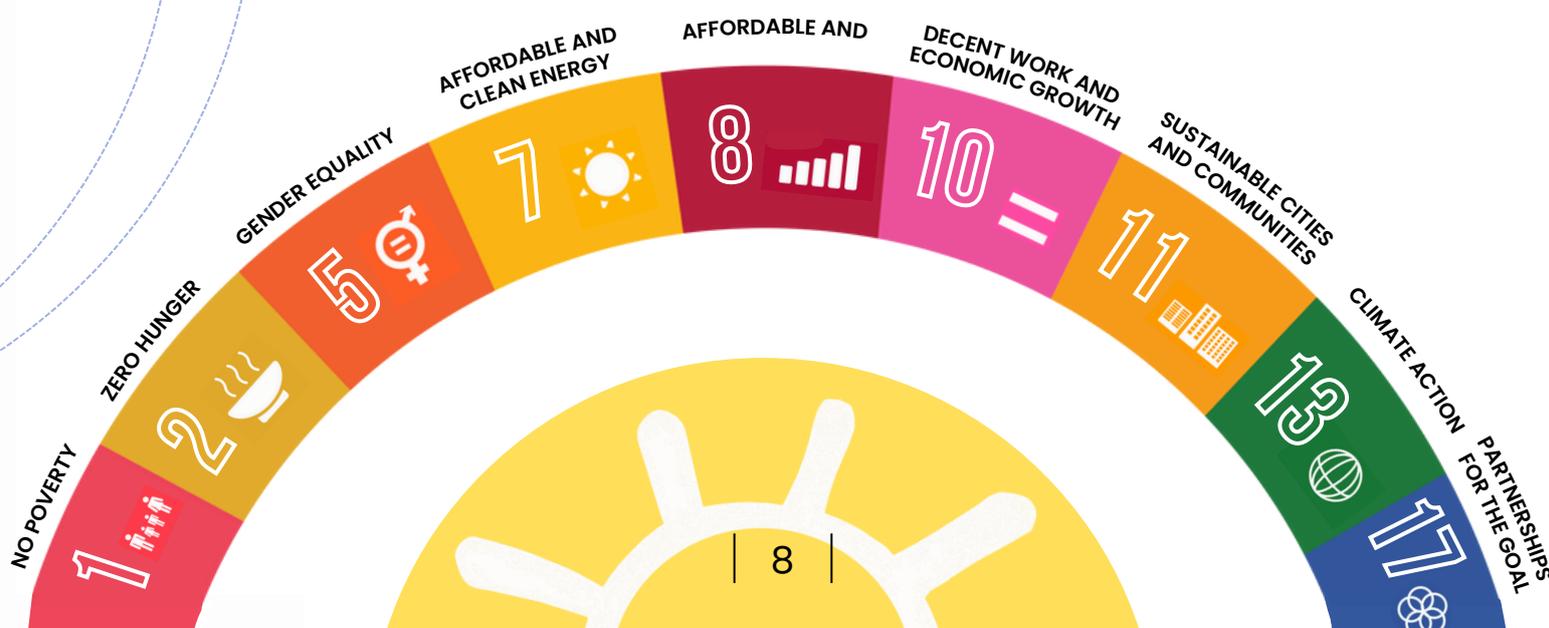
Awards



Mission



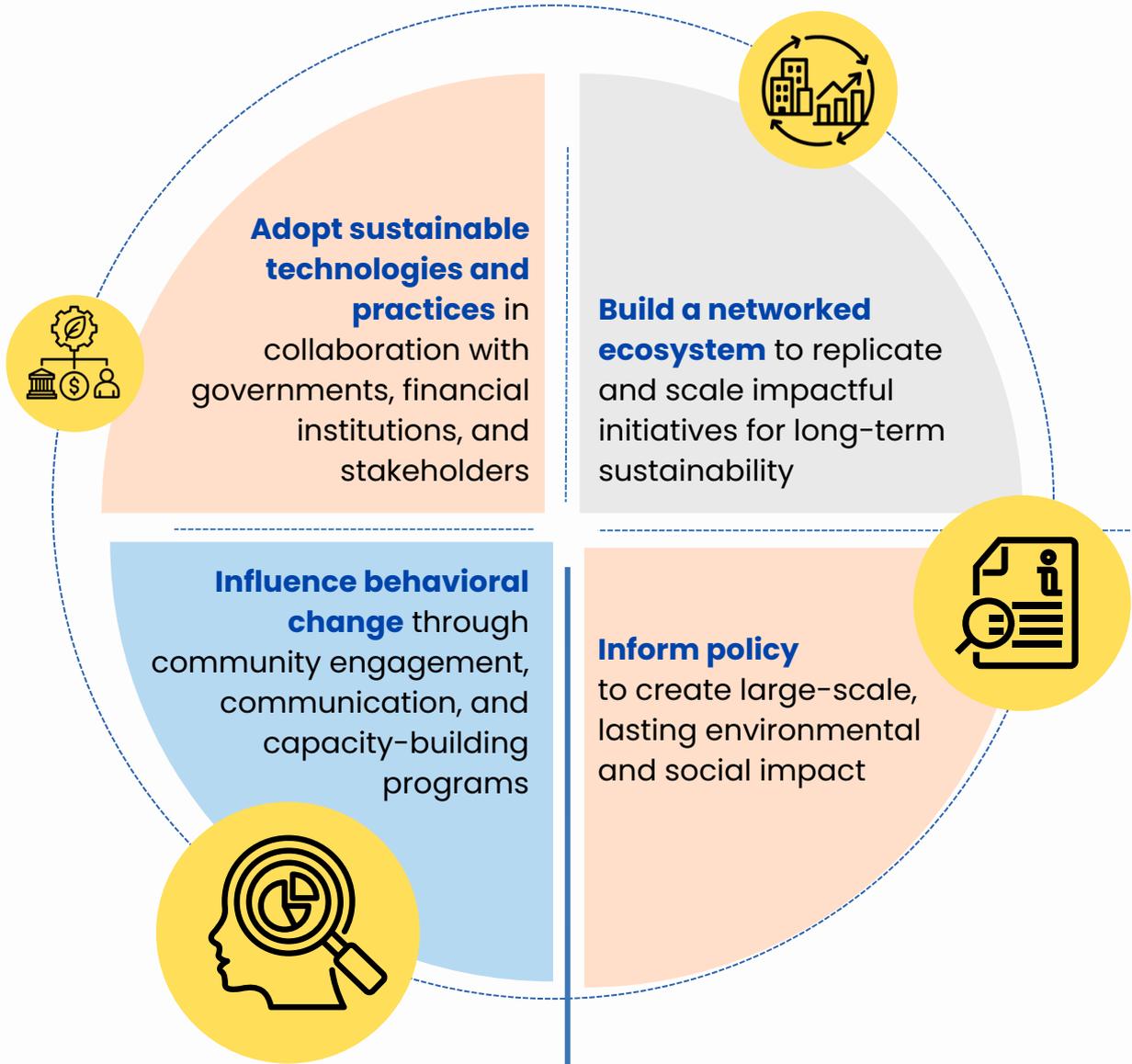
Serving **10 million lives** through sustainability and innovation



Purpose

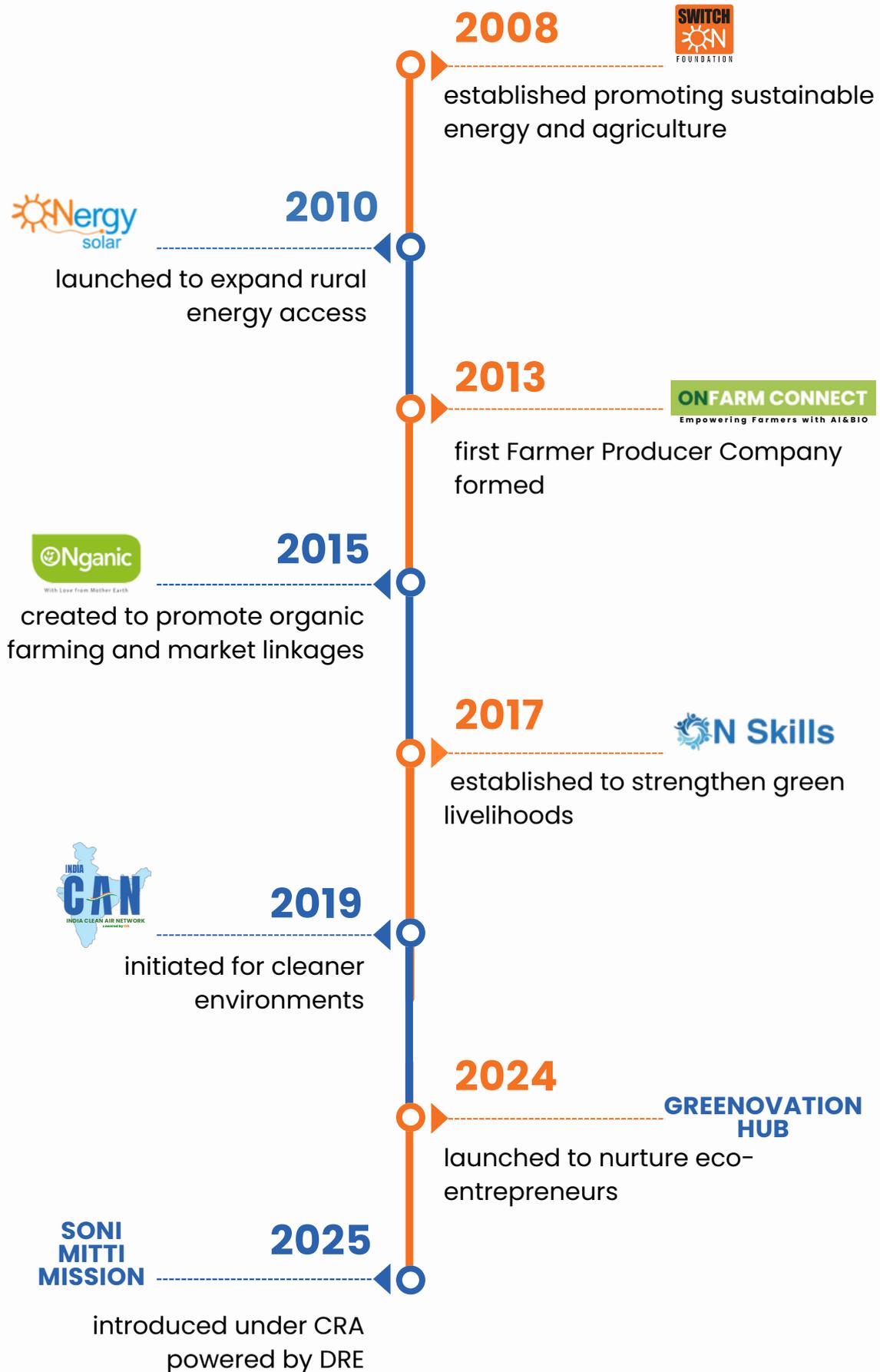


We ensure **LOVE AND ACTION** for the **EARTH** leading to better livelihood and wellbeing for **ALL**



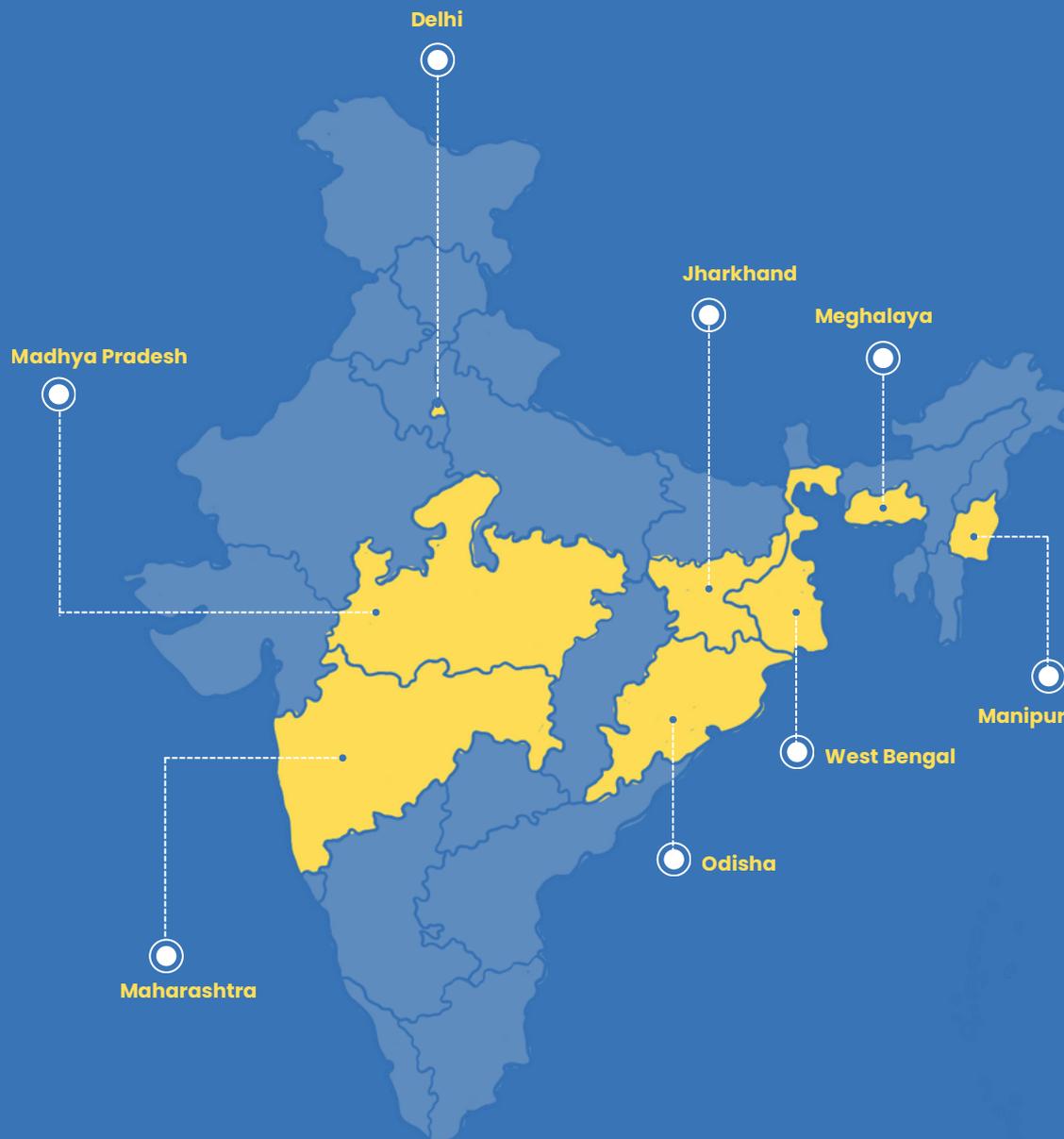
Approach

Our Journey



Presence and Impact

We are presently working in **8 states across India**



100+ Collaboration partners

1000000+ Farmers reached

88 FPOs and Agri Clusters

2500+ Rural Women Entrepreneurs

2000+ Youth placed

4 Networks initiated



SUPPORTS GREEN ENTREPRENEURS



With Love from Mother Earth

A MARKETPLACE FOR SMALLHOLDER FARMING CLUSTERS



Heart o





earth N
FOUNDATION

Cultivates the next generation of climate leaders in the Global South



of this network



Theory of Change

Goal



Climate-resilient, inclusive livelihoods for farmers, women & youth

Problem



Climate risks • Low jobs & income
• Poor market & energy access

Approach



Ecosystem enabler
linking agriculture •
energy • livelihoods

Pathways of Change

1. Demonstrate and build local ecosystem

- Climate resilient clusters & institutions
- Women-led enterprises
- Youth green-skills training

2. Codify & Strengthen Systems

- Scale proven models
- Policy & partnerships for uptake

3. Strengthen grassroots

- Greenovation accelerator
- Capacity, community & catalytic capital



Impact

- Resilient communities
- Thriving green enterprises
- Policy & Ecosystem shift

CRA



Climate Resilient Agriculture (CRA)



Transforming Rural Communities Through Sustainable Agriculture

Our Climate Resilient Agriculture program builds sustainable rural ecosystems across India through comprehensive seed-to-shelf frameworks. We empower farmer collectives and Farmer Producer Organizations (FPOs) to adopt regenerative agricultural practices while creating pathways to economic prosperity.

The program operates on three interconnected pillars: sustainable farming innovation, women's economic empowerment, and strengthened farmer organizations. Through strategic partnerships with government agencies and development organizations, we've established scalable agricultural clusters that demonstrate how environmental stewardship and economic viability advance together.



Key Program Areas

Sustainable Farming Clusters

Our approach transforms farming practices through systematic capacity building in Integrated Nutrient Management, precision farming, and water conservation. Farmers receive training in bio-input production and regenerative methods, reducing external dependencies while improving soil health. Strategic linkages with government schemes strengthen access to subsidized inputs, infrastructure, and market support.



Rural Women Entrepreneurship

This program catalyzes inclusive economic growth through skill development spanning agriculture, allied sectors, and handloom activities. We provide working capital assistance, infrastructure development, and market linkages, enabling women entrepreneurs to scale sustainably through dedicated livelihood support centers.



Farmer Producer Organization

We build robust, self-sustaining farmer collectives through capacity building in governance, operations, and market engagement. Technical assistance in technology adoption and market linkage development helps FPOs deliver value to members while maintaining sustainable practices and maximizing returns through fair pricing mechanisms.



Key Events

Workshops and Training Programs

Advancing Climate Resilient Agriculture (July 26, 2024, Maharashtra): In collaboration with RRA Network, over 200 FPC members from 10+ FPOs participated in learning climate-resilient agriculture practices and innovative strategies for scalable implementation.



Kanthar Katha – Stories In Stitches (March 11, 2025, Kolkata): Partnering with Central Silk Board, this workshop engaged 50+ Rural Women Entrepreneurs, enhancing their design innovation capabilities and awareness of government schemes.

Climate Vulnerabilities and Agriculture Training (February 24-25, 2025, Jhargram): Participants gained comprehensive understanding of regional climate vulnerabilities and participatory approaches for designing effective agriculture training programs.



Strategic Consultations

Round Table on Climate Resilient Farming (September 11, 2024, Bhubaneswar): Held with Socrates, Pradan, FES, PIUS, TRI, PHIA, CYSD, Wassan, SEED, and government officials, the event showcased exemplary case studies and addressed state-level challenges.





Food Systems Change Workshops:

Two significant workshops in Nadia (December 12, 2024) and Delhi (March 26, 2025) brought together key stakeholders. The Delhi 'Dharti Samvaad,' co-organized with Socratus, SSEF, and BAF, resulted in district-level Common Action Plans for climate-resilient agriculture across two states.

Landscape Approach Roundtable (March 11, 2025): Focused on rainfed regions of West Bengal, identifying vulnerabilities and strengthening stakeholder networks for climate resilience.



Industry Engagement



SARAS Mela (December 2024 – February 2025, West Bengal): Rural Women Entrepreneurs showcased products at state-provided stalls in Nadia and regional fairs, significantly enhancing market visibility.

Buyer-Seller Meet (March 11, 2025, Kolkata): Organized with WBSRLM, this event generated 89 Letters of Intent worth ₹22.34 crores, creating substantial market opportunities for farmers and FPOs.



Program Reach 2024-25

Agricultural Transformation



Farmer Adoption & Capacity Building: 1,3237 No of farmers Trained under Climate Resilient Agriculture Programme



Sustainable & Organic Farming: 7,608.7 ha under sustainable cultivation; 1483 ha certified organic

Women's Economic Empowerment



Capacity & Enterprises: 2308 rural women completed Entrepreneurship Development Program



Processing Unit Establishment: 20 processing units established in West Bengal and Maharashtra, 8 solar-powered.



Economic Impact: ₹43 lakh credit linkage for business growth and development

Institutional Strengthening



Government Linkages:

₹9.38 crore worth of scheme linkages facilitated through the through various government schemes, benefiting 11,182 Beneficiary



Financial Growth:

50 FPOs accessed credit linkage worth 2.65 Cr

Market Integration



Market Access: Linkages with e-NAM, Sufal Bangla, IFFCO, Organic Tatva, Nature Land, JCI, Akay, Biswa Bangla, Safe Agri Trade, and Millets & More and other premium buyers facilitated



Business Value:

₹41.98 crore generated across program interventions

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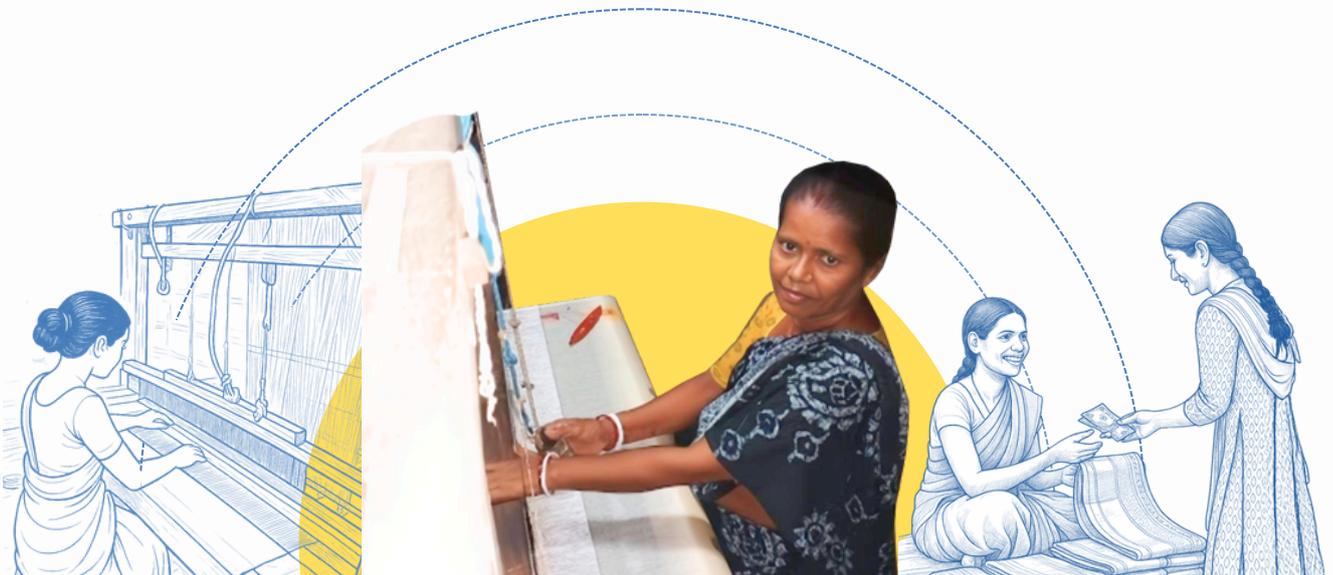
From Dependence to Determination

Rita Das

In Nabla village of Santipur block, 45-year-old Rita Das once lived a life centered on her family, **fully dependent on her husband's income**. Yet, she longed to earn her own living and build an identity beyond household responsibilities. Like many women in her community, Rita occasionally worked as **a wage labourer under middlemen** in the handloom sector, where her earnings were meagre and unstable.

Her journey toward independence began when she joined the Udyamini program through her Self-Help Group. There, she discovered that women could successfully manage their **own enterprises** and **earn with dignity**. The program's trainings on **concept seeding, market surveys, pricing, and entrepreneurship** equipped her with **vital knowledge** and **confidence**. Exposure visits further inspired her, helping her understand how to **identify products, manage accounts, and connect with larger markets**.

By mastering grading and pricing, Rita began selling directly, securing **better rates** and **stronger bargaining power**. Together with her group, she now supplies 40–50 sarees monthly, ensuring steady income and greater market visibility. On average, **she earns around ₹4,000 each month**, with **higher returns during peak seasons**. Exposure to state-level buyers like **Biswa Bangla** has elevated her reputation, turning her into a symbol of quality, determination, and women's empowerment in her community. Rita stands as an inspiration in her village—proof that **women can break free from middlemen** and **achieve economic independence** through skill and determination.



2 Empowering Farmers through Collective Action

Matir Kotha FPC

In the rural landscape of Joypur block, Bankura district, Matir Kotha Farmers Producer Company Limited has emerged **as a model of empowerment** for its 320 members. Established under the CSS 10K FPO Promotion Project in West Bengal, implemented by Environment Conservation Society and supported by NABARD, Matir Kotha was founded to **unify farmers, strengthen bargaining power, and enhance agricultural practices.**

Starting with 462 dedicated members, the company brought together **fragmented farmers** to address shared challenges and seize new opportunities. Strategic management and proactive governance enabled rapid growth, achieving **a turnover of ₹76.65 lakh** and **diversifying into fertilizers, seeds, pesticides, and trade facilitation** via platforms like **e-NAM and Rural Mart Centre**. Over the project period, approximately 460 farmers benefited directly, gaining access to **quality inputs, fair trade practices, and improved productivity**. Licensing for fertilizers, seeds, pesticides, and trade operations further reinforced credibility and stakeholder trust.

Beyond financial gains, Matir Kotha strengthened community bonds and fostered cooperation among farmers. Looking ahead, it **aims to expand product offerings, enhance market linkages**, and reach more farmers. By organizing seminars, publishing research, and engaging with policy discourse, the company continues to position itself as a leader in agricultural marketing, demonstrating how collective action and innovative business practices can drive sustainable rural development and prosperity.



3

Building Confidence in Natural Farming

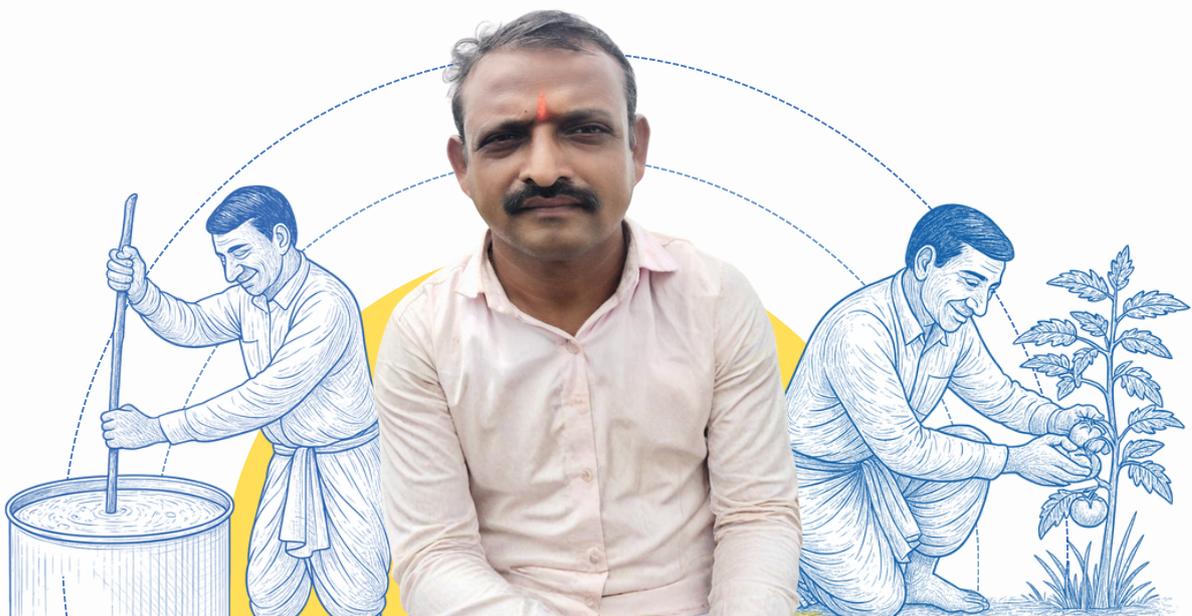
Sandip Mahadik

Sandip Mahadik, a dedicated farmer and active shareholder of Bramhani Agromind FPC, faced rising expenses due to the **heavy use of chemical fertilizers**, which also led to declining soil fertility and reduced crop yields. Seeking a sustainable solution, he participated in SwitchON Foundation's Soni Mitti Mission – Integrated Nutrient Management (INM) Training.

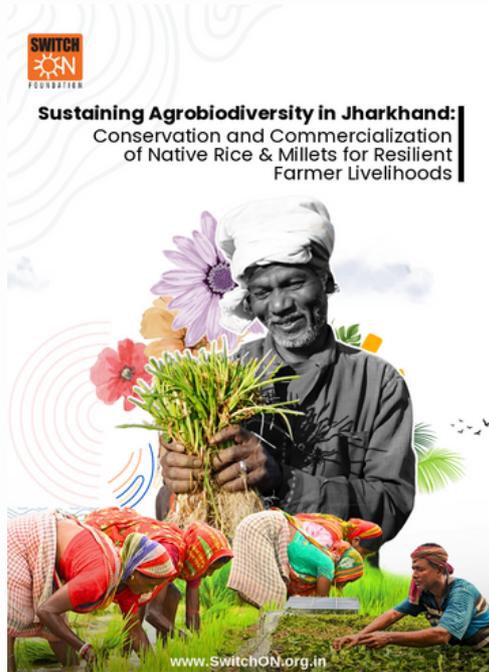
Through hands-on learning, Sandip mastered the preparation of **organic inputs** like Jeevamrut and Decomposer, which helped him convert farm waste into nutrient-rich organic matter. These natural methods **significantly improved soil health, reduced input costs**, and enhanced his confidence in farming.

Today, Sandip has fully transitioned to **eco-friendly practices** that are both cost-effective and sustainable, ensuring better soil productivity and a healthier livelihood. Inspired by his own success, he now motivates other farmers in his community to adopt natural farming methods, fostering a shift toward resilient and climate-smart agriculture.

"I once doubted if natural farming was possible for me. Now I'm confident, and I'm helping others make the same change." – Sandip Mahadik



Research Reports



Partners



DRE

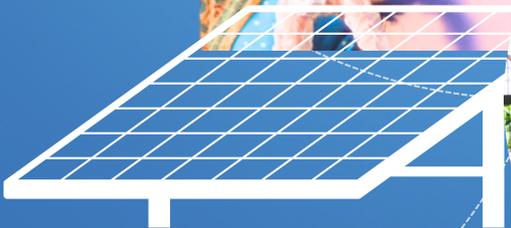


Distributed Renewable Energy (DRE)



Scaling Clean Energy for Inclusive Development

Our distributed Renewable Energy Program creates equitable access to solar-powered technologies, ensuring clean, reliable, and affordable energy drives inclusive rural growth. Through capacity-building and knowledge sharing, the program empowers farmers, youth, and entrepreneurs to become active participants in the clean energy transition. By providing hands-on training in emerging solar technologies, SwitchON enables improved farm productivity, enhanced incomes, and sustainable livelihoods, fostering climate resilience and economic opportunity across rural communities.



Key Program Areas

Solar Energy for Agriculture and Rural Enterprises

SwitchON promotes solar-powered technologies that enhance irrigation, post-harvest management, and value addition, creating new income opportunities for farmers and small businesses. We also generate assets to establish solarized LSC centres. Through awareness and demonstration workshops, we build local capacity to adopt clean energy solutions, strengthening agri-value chains and driving sustainable rural growth.



Ensuring Energy Security in Tea Gardens

This initiative empowers 5,000 households from small tea growers, and tea estates across Darjeeling, Kalimpong, and Jalpaiguri to meet their energy needs sustainably through the adoption of distributed renewable energy (DRE) solutions and promotion of alternative clean energy practices. The project enhances income opportunities while reducing climate vulnerability. Through awareness and skill-building, SwitchON is nurturing local changemakers who are leading the shift toward resilient and diversified rural livelihoods.



Key Events

Workshops and Training Programs

Solar & Sustainable Solutions Expo for Tea Communities (Feb, 2025):

SwitchON, in partnership with the **Tea Association, STG community, and local tea estates**, showcased innovative products such as **solar dryers** and other renewable energy solutions.



Entrepreneurship & Clean Energy Partner Meet (June 2024, Jalpaiguri):

The Ground Stakeholder Partner Meet in Jalpaiguri brought together partners like **Cini, Dooars Jagaran, PRASARI, Transform Trade, and Pratham** to strengthen collaboration and promote entrepreneur-led community initiatives.

Accelerating Renewable Energy Adoption Workshop (Aug 2024, Kolkata):

Organized with **MNRE, CISTA, TAI, and TBI** at Bengal Chamber of Commerce, Kolkata, the workshop brought together government officials and industry leaders to deliberate on financing mechanisms and enabling policy frameworks to strengthen the renewable energy ecosystem.



Strategic Consultations

Solar & Sustainable Power Adoption Meet, (Nov 2024 Jalpaiguri): SwitchON convened 32 tea garden managements to explore solar and sustainable power solutions, with leading enterprises showcasing technologies for hotels, homestays, and tea gardens.



Roundtable on Promoting Energy Security in Tea Garden (March 2025, Kolkata): SwitchON hosted a special session with industry leaders and policymakers, including DTA, ITA Dooars Branch, CISTA, Panchayat members, TAI, BCC&I, and TBI. The discussion centered on developing a policy framework, promoting sustainable innovations, and exploring financial opportunities for North Bengal's tea gardens—highlighting sustainable solutions for both tea estates and small tea growers.

Industry Engagement

Eco-Tourism Festival, (Nov 2024, Lataguri): Held to promote eco-tourism and renewable energy solutions for the Gorumara Forest Area, the event brought together stakeholders like the Lataguri Homestay Association and local tourism bodies. Key participants included Range Officer, Forest Range Officer, Tata Power, Aparajita Solar, and ONenergy.



Dooars Tea Conclave, Lataguri (Nov 2024): Organized by the Jalpaiguri District STG Association, the conclave brought together key stakeholders including the DM and SP of Jalpaiguri, Goodricke Tea, Solidaridad, TATA Power, Indian Tea Association, UBKV, ICC, BCC&I, and TBI to foster ecosystem development and align policy mapping with government schemes.

Program Reach 2024-25

Outreach & Advocacy:



Solar Technology Capacity Building: 160 government staff from the Forest Department and WBADMIP equipped with hands-on skills in solar technology.

Innovation Adoption:



Community Benefits through Solar Solutions: 20 Gram Panchayats of North Bengal benefiting from **solar streetlights** and **solar irrigation systems**



Solarized LSC Centres: Solarized 6 LSC centres, each boosting production to 6000 KG monthly.



Community Impact: Solar solutions empowering 66 villages, benefiting 728 households sustainably

1 Driving Solar Entrepreneurship in Gorubathan

GITANJALI MANGAR

In the hilly terrain of Upper Fagu, Gorubathan, recurring power cuts disrupt daily life, education, and community safety. Against this backdrop, 27-year-old Gitanjali Mangar transformed her family shop into a hub for solar energy solutions, addressing a critical local need while building a sustainable business.

Inspired by the potential of solar products, she began showcasing seven demonstration units in her shop to raise awareness and generate interest. Beyond the store, Gitanjali conducted door-to-door visits, engaged self-help groups, society and spoke at community gatherings, earning trust and credibility. Her firsthand use of solar lights at home further strengthened her advocacy.

Early challenges included social reluctance and the high cost of solar products, particularly among low-income tea garden workers. Support from SwitchON Foundation in terms of training, market linkage, and manufacturer on boarding, enabled Gitanjali to overcome these barriers.

Her persistence has yielded tangible results: community members increasingly adopt solar solutions, generating positive referrals and increasing her shop income by 1.5 times. Beyond personal gains, Gitanjali inspired other women entrepreneurs to enter the solar market, creating a ripple effect of clean energy adoption.

With determination and vision, she aims to expand her venture further, ensuring every household in Upper Fagu benefits from reliable solar energy, embodying resilience, innovation, and community impact.



2 From Candles to Confidence: Nira's Journey with Solar Light

NIRA BHUNIYA

Nira Bhuniya, a 73-year-old woman living with her son who works in a tea garden, faced frequent power cuts in her village. Nights were particularly unsafe, as venomous snakes sometimes approached her home. She relied on candles for lighting, which were costly and offered limited illumination.

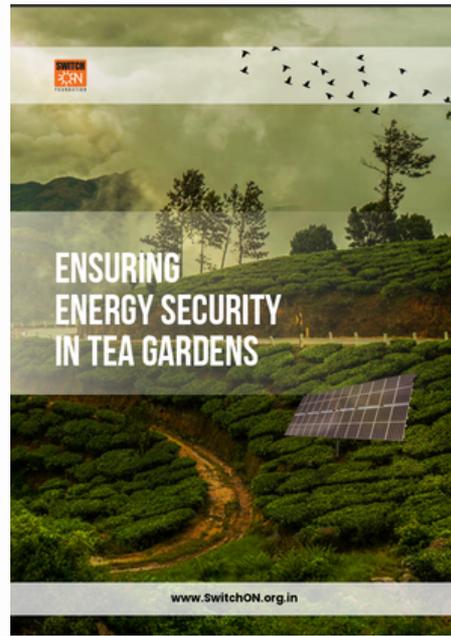
After attending a SwitchON Foundation awareness campaign and seeing a solar product demonstration, Nira first purchased a solar pico plus light, experiencing safer and brighter nights. Realizing that the solar light was highly cost-effective compared to candles, she later purchased a second one to illuminate more areas of her home. Unlike candles, which had to be replaced daily, the solar lights required a one-time investment and provided reliable, long-lasting illumination each night.

The solar lights now illuminate her home for several hours each night, ensuring safety and security. Over time, maintaining solar lighting costs several times less than using candles, resulting in significant savings. Nira is very happy with the lights, feeling both safer and financially secure. Beyond savings, the solar lights reduce the risk of snake encounters and eliminate dependence on hazardous, polluting fuels.

Nira's experience demonstrates how clean energy solutions, combined with awareness and demonstration campaigns, can enhance safety, reduce household expenses, and improve quality of life. Her story highlights the transformative potential of renewable energy adoption in rural communities facing energy insecurity and daily hazards.



Research Reports



Partners



CLEAN
Create. Connect. Collaborate.



Ministry of Environment,
Forest and Climate Change
(MoEFCC)

सत्यमेव जयते



WRI&DD
Water Resources Investigation & Development Department
Government of West Bengal

OAK
FOUNDATION

Good Energies
POWER FOR A BETTER WORLD





Green Skills



Green Skills



Building Green Capacities for Sustainable Rural Transformation

Our Green Skills Program builds identifying and addressing emerging skilling needs within the green job sector. Through industry-aligned training, delivered via digital platforms and smart skill centres, the program equips rural youth and women with practical knowledge in renewable energy and sustainable technologies. With a strong emphasis on environmental restoration and inclusive growth, our Green Skills initiative targets job placements, stakeholder partnership and support for various government initiatives to drive transition towards resilient low-carbon rural economies.



Key Program Areas

Green Entrepreneurship

SwitchON actively promotes green entrepreneurship by equipping rural youth with the skills and knowledge needed to drive sustainable business initiatives in the renewable energy sector. Through its capacity-building programs, the organisation enhances technical competencies while providing aspiring green entrepreneurs with access to mentorship and industry linkages.



Residential Green Jobs Training Program

A 100-day program equipping students with practical green skills, ensuring nationwide job placement and sustained employment.



Short-Term Green Skill Training

One-day workshops in ITI and diploma colleges, seven-day solar trainings for electricians and technical students, and Recognition of Prior Learning in food, hygiene, and solar sectors.



Upskilling Youth

SwitchON enhances technical competencies, soft skills, and employability through government-sponsored training programs, ensuring youth are industry-ready for the renewable energy workforce.



Key Events

Strategic Consultations

Celebrating World Youth Skills Day (July 2024, Jalpaiguri): SwitchON's event brought together local DRE vendors and entrepreneurs to discuss the growing potential of distributed renewable energy for sustained rural development. Various training sessions were also organised to enhance understanding of clean energy solutions.



Industry Engagement

Empowering Youth for Green Careers (March 2025, Kolkata): A seminar on 'Careers in Renewable Energy and Sustainable Livelihoods' was organised to initiate dialogue on employment prospects within the green economy. The event was convened in collaboration with key partners including Glitz Corporation, Care Academy, TMI Network, Star Unique Solar Enterprise, and VOW.

Program Reach 2024-25

Skill Transformation



20 Green Job providers from across India have partnered with SwitchON Foundation.



1,000+ youth have created source of income and pride for their families.

Skill Empowerment



250+ youth from marginalised communities have been skilled as Green Entrepreneurs

Skill Strengthening



2,000+ individuals upskilled and certified through SwitchON's Short-Term RPL Training in Hygiene and Food Systems, enhancing employability.

1 Journey in the Solar Sector

SARADA MODAK'S

Sarada Modak, from Nadia, West Bengal, grew up in a modest household with an annual family income of just ₹88,000. Despite completing her ITI, she struggled to find stable employment due to **limited opportunities** and gaps in **professional and communication skills**. Determined to improve her circumstances, Sarada sought a transformative path—and found it in the **Suryamitra Solar PV Installer Program** offered by SwitchON Foundation.

The program equipped her with **practical skills in solar PV installation, maintenance, and project management**, complemented by exposure visits to live projects. Alongside technical learning, the **IT and soft skills training** helped her gain confidence in handling documentation, workplace systems, and professional communication. Continuous mentorship from trainers further strengthened her problem-solving abilities, discipline, and leadership mindset. After completing the training, Sarada began her career with a salary of ₹13,000 per month. Through perseverance and skill growth, she now earns ₹25,500 at Glitz Corporation, where she has been **working for the past 22 months**.

Today, Sarada is **financially independent**—supporting her family, contributing to household savings, and planning for a secure future. Looking ahead, she **aspires to become a Senior Supervisor** in the solar sector and mentor new trainees, empowering rural youth to follow the same path of transformation she once took.

“SwitchON Foundation not only trained me but gave me the confidence to grow, lead, and support others in building brighter futures,” shares Sarada.



2 Empowering Rural Youth through Green Skills

LITU PRATIHAR'S JOURNEY

In the heart of Jhargram district, West Bengal, lives Litu Pratihar, a young man with humble beginnings and big dreams. Coming from a small family where his father runs a local grocery shop, Litu had always aspired to create a better life for his family and himself.

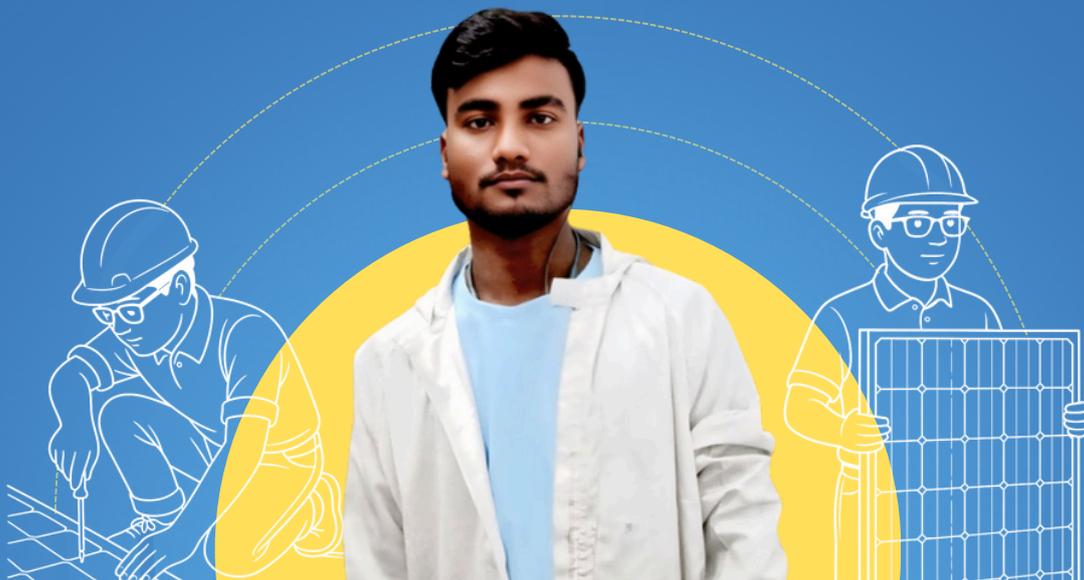
When he came across the DDU-GKY Training Program implemented by SwitchON Foundation, he saw a life-changing opportunity. The program—part of SwitchON's larger Green Workforce initiative—aims to equip youth from rural communities with future-ready skills in renewable energy and solar technology.

Driven by curiosity and determination, Litu enrolled in the course and immersed himself in every aspect of the training. The hands-on learning sessions not only built his technical knowledge but also strengthened his confidence and problem-solving abilities.

Upon successful completion, SwitchON's placement support team helped Litu secure employment with Adani Solar in Mundra, Gujarat. He has now been working there for the past 20 months, earning a monthly salary of ₹19,550, directly credited to his account.

This opportunity has transformed his life. Litu now proudly supports his father's small business and contributes to his family's financial stability. Beyond income, he has found a new sense of purpose and pride in being part of India's clean energy transition.

"SwitchON Foundation has not only given me employment but also the confidence to dream bigger and work toward a sustainable future," says Litu.



Partners



A man wearing a green hard hat and a white t-shirt is kneeling in a shallow, muddy mangrove swamp. He is holding a young tree sapling in a bamboo container, which is being held by another person's hand from the left. The man is looking down at the sapling. The background shows lush green mangrove trees and a bright sky. The text "Greenovation Hub" is overlaid in yellow on the image.

Greenovation Hub

Greenovation Hub



Fostering Innovation & Growth of Green Enterprises

Greenovation Hub is SwitchON's accelerator platform to nurture eco-entrepreneurs. Through challenges and multiple bootcamps, the initiative identifies promising entrepreneurs and grassroots innovators in renewable energy, clean technology and climate adaptation. The hub acts as a catalyst by providing opportunities for networking, capacity building, and market linkages, helping climate-focused enterprises refine their business models, access technical guidance, and scale their impact. The Greenovation Hub strengthens the ecosystem for climate-resilient entrepreneurship.



Key Program Areas

Greenovation Bootcamp

SwitchON conducts a three-day residential bootcamp for eco-entrepreneurs, offering access to specialized training, mentorship, and funding opportunities. The program empowers early-stage organizations to strengthen operations, enhance innovation, and build strategic networks that enable them to scale their impact and contribute effectively to sustainable development.



Greenovation Challenge

The Greenovation Challenge identifies and supports cutting-edge innovations addressing climate and sustainability goals. Innovators receive mentorship, evaluation, and awards, along with pilot opportunities, training, and essential resources—enabling them to refine their solutions, scale their ventures, and deliver tangible impact to communities.



Greenovation Gurukul

SwitchON, in collaboration with EarthON, organizes Gurukul at TapovON – a five-day rural retreat in Hanskhali, West Bengal, that brings together climate-focused entrepreneurs. The immersive programme fosters collaboration, innovation, and collective problem-solving to design actionable strategies that advance sustainable development and climate resilience in rural communities.



Key Events

Challenges & Bootcamps

Greenovation Energy Challenge Finale – Move for Earth Symposium (March 2025, New Delhi): SwitchON organized a six-month innovation challenge for startups and NGOs to showcase their breakthrough solutions in renewable energy. Led in collaboration with NGIN & UNIDO, the initiative invited over 200+ applications from pan-India. The finale culminated in Delhi, where top finalists presented their innovations before an expert jury, and winners were honoured with cash awards of up to ₹25 lakhs.



Greenovation Bootcamps (Dec 2024 Nadia): SwitchON conducted a series of three-day residential bootcamps, engaging 60 early-stage startups and NGO founders. The bootcamps offered hands-on training sessions and expert-led interactions, allowing participants to foster collaboration and knowledge exchange within the growing community of green entrepreneurs and changemakers.

Program Reach 2024-25

Transformation



Innovation Outreach: Over 700 Innovation Applications and Early-Stage Founder Nominations Received

Strengthening



Community Building: 120+ Startups and NGOs Engaged in the EarthON Eco Champions Network to foster collaboration and linkages for green entrepreneurs.

Empowerment



Innovation Support & Funding: A corpus of ₹1.05 Crore was committed to incubate green innovations, of which ₹45 Lakhs has been disbursed in awards to support impactful innovations.

1 From Rejections to Renewable Innovation

NITISH KUMAR

Nitish Kumar, a 35-year-old first-generation entrepreneur from Daryapur, Bihar, turned personal setbacks into a transformative solution for farmers facing **severe post-harvest losses**. In his flood-prone region, banana crops and other perishables were frequently destroyed, leaving farmers with **no access to affordable preservation technologies, unreliable electricity, or cold storage**. Forced to sell at distress prices or watch their produce rot, they lost both income and hope. Having failed over 15 government exams and with no technical background, Nitish was determined to innovate.

Through SwitchON Foundation's innovation and entrepreneurship programs, he received mentorship, guidance on product development, and business planning skills, transforming his concept into a viable enterprise. SwitchON also **facilitated connections** to rural innovation networks and helped him access a ₹12 lakh grant from the NaaViC Agri-Business Incubation Centre, enabling refinement of his **solar dehydration technology** and scaling of production.

Today, Nitish leads Bhojpatta Agrepreneur, a ₹1.5 crore social enterprise producing **Zero Carbon Emission** Solar Dehydrators that generate 1.5 times more heat than conventional dryers without fuel or electricity. Farmers use these machines to dehydrate mangoes, turmeric, vegetables, mushrooms, and fish—earning up to ₹1,500 per day. His model provides handholding support, buy-back options, and rental kiosks, reducing waste, boosting incomes, and building climate resilience—powered entirely by sunlight and community trust.



2

From Local Struggles to Environmental Leadership

HINA SAIFI

Hina Saifi, 25, from Sisola, Uttar Pradesh, grew up witnessing the consequences of poor waste management—overflowing drains, waterlogging, plastic waste, and smoke from burning garbage. These conditions compromised health, safety, and education, particularly for girls. Refusing to accept this as normal, Hina began mobilizing her community through clean-up drives, tree plantations, and environmental awareness sessions in schools.

Her grassroots efforts gained structure and momentum when she joined SwitchON Foundation's EarthON Bootcamp, receiving training in project planning, budgeting, storytelling, and community engagement. Equipped with these skills, she founded the Earth Buddy Charitable Trust in 2023, introducing household waste segregation, composting systems, and the revival of neglected public spaces. She also collaborated with self-help groups to create eco-friendly income opportunities and gradually phase out single-use plastics. Hina's model emphasizes visible change, community participation, and women-led action. It has inspired similar initiatives in neighboring villages while gaining national and international recognition, including representation at COP29 as a Climate Champion and awards like CNN-News18's Indian of the Year – Climate Warrior.

Looking ahead, Hina aims to scale composting and tree plantations, expand environmental education in schools, and strengthen women-led eco-enterprises, making Sisola a model of rural resilience where waste is managed, communities thrive, and local leadership drives sustainable change.



Partners



AGROECOLOGY
FUND



UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANIZATION
Progress by innovation



Beyond Initiatives

Network

India CAN (Clean Air Network)

India CAN (Clean Air Network) Organized 20+ on-ground clean air workshops and installed 30+ low-cost air quality monitors to generate hyperlocal pollution data. These efforts have informed policy interventions and community action plans in high-risk pollution zones, advancing cleaner air and healthier living environments.



EEWA (Empowering Energy, Water and Agriculture)



The EEWA Programme strengthens the energy–water–agriculture nexus to drive sustainable development and empower rural communities. It promotes renewable energy, organic and regenerative farming, and the formation of farmer producer organisations. The programme also focuses on community capacity building, research, policy advocacy, and knowledge dissemination for inclusive growth.

Move For Earth

Move for Earth is a community-led initiative promoting climate-resilient agriculture and sustainable livelihoods. In FY 2024–25, four symposiums across India engaged 2,000+ participants, 80+ experts, and 25+ partners through 12 roundtables and 14 workshops, culminating in the launch of Ekta AI for agricultural transformation.



Thought Leadership

Low-Carbon Steel

Engaged with 20+ MSME steel units across eastern India to promote the adoption of low-carbon technologies and sustainable production practices. The initiative helped strengthen industry networks representing over 4 million tonnes of annual steel output, fostering collaboration toward cleaner and more energy-efficient steel manufacturing.



Sustainable Mobility

Facilitated eco-friendly transport solutions for 50,000+ daily passengers, reducing around 7,000 tonnes of CO₂ emissions annually. This was achieved through partnerships with 5+ urban local bodies and digital mobility platforms, promoting greener, accessible, and low-emission commuting models.

Developing Talent

Fellowship Program

This year, we launched ONShakti Yuva Program attracted over 500 applicants. Following an interview process, 10 fellows were selected from across the country to gain industry-relevant insights in climate-resilient agriculture, RWE, FPO, and DRE. The program's outreach included engagement with 100+ colleges and multiple webinars..







Financials

TOTAL EXPENDITURE

₹ 13,24,45,844

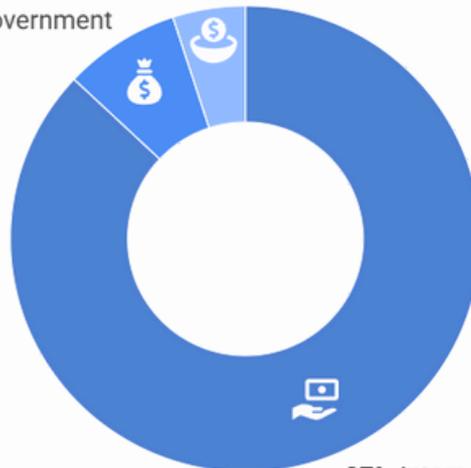


Program Expenditure
₹ 12,40,32,910



Administration Expenditure
₹ 84,12,934

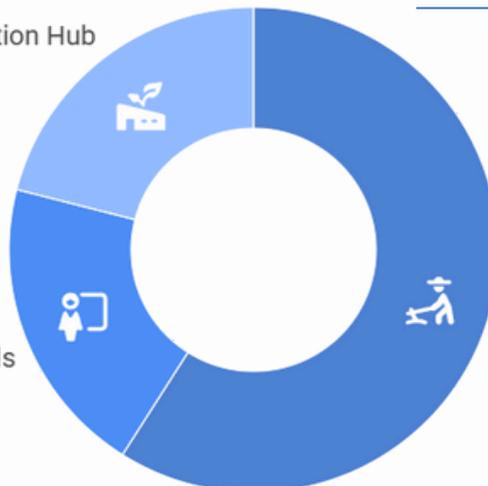
5% Domestic Institutions Donation & Others
8% Central Government & State Government



87% International Foundation & Core Funding

**FUND RECEIVED
2024-25**

21% Greenovation Hub



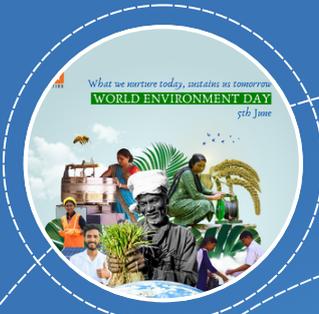
20% Green Skills

59% CRA+DRE

**TOTAL FUND UTILIZED
2024-25**

Digital Media Footprints

f 41,744



Instagram 5,505



Existing Followers

YouTube 15,069



LinkedIn 21,182



TOTAL REACH (FY 2024-25)

f 4,853,024

in 475,312

Instagram 551,263

YouTube 131,290



Governing Board Members



Prof. CD Mitra

Senior industry leader and Founder & CEO of PipalMajik & Meta4Sight, promotes social entrepreneurship & provides strategic consulting while teaching 15+ courses at premier institutions like IIM Calcutta, IIM Shillong, and MICA.

Ms. Lata Bhatia

Founder of Green Legion and co-founder of EcoVent, ACTS, and Kolkata Zero Waste Bazaar, drives sustainability & community empowerment through zero-waste initiatives & waste management.



Ms. Seemantinee Khot

With over 40 years of experience in sustainable development and rural transformation, bridges grassroots insights and boardroom strategy, specializing in gender-inclusive development and governance.



Mr. A. B. Chakravarthy (Chakra)

Leads Upaya India, leveraging 14+ years in early-stage impact investing across sectors like agriculture, energy, health, and livelihoods to scale enterprises and create dignified jobs.



Ms. Soma Chakraborty

With 25+ years in the social sector, empowers communities—especially women and adolescents—through education, livelihood development, financial literacy, and inclusive learning initiatives.



Ms. Ekta Kothari Jaju

Co-Founder and CEO, SwitchON Foundation, drives sustainable energy & organic agriculture initiatives, building farmer-focused ecosystems & pioneering solar-powered agriculture.

Mr. Yousuf Rangoonwala

an award-winning strategist and entrepreneur with 20+ years in advertising, design, and entertainment, crafts socially relevant narratives for global brands while blending creativity, curiosity, and cultural insight.

Advisors

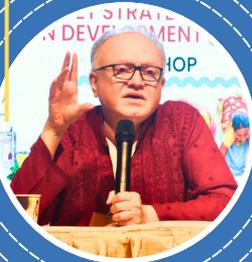


Ms. Svati Bhogle

With over 40 years in renewable energy and climate action, mentors two social enterprises—TIDE and Sustaintech—and drives low-carbon technology adoption and rural livelihood development across South India.

Mr. Sirish Joshi

is a Consultant and Facilitator in Organisation Design and Strategic HR, partnering with over 35 organizations across corporate and social sectors to drive transformation, enhance productivity, and ensure sustainable growth.



Dr. Akanksha Chaurey

A Ph.D. from IIT Delhi with 29 years of expertise in decentralized renewable energy, has led initiatives in 20+ countries and contributes to academic and governance efforts promoting sustainable clean energy solutions.



Mr. Atul Chugh

With 30 years of experience in HR, Learning, and Organization Development, he drives organizational productivity, growth, and profitability across diverse industries.

Mr. Anshuman Das

has over 25 years of experience in training, research, and leadership across food systems, agroecology, and sustainable development, driving community initiatives in natural resource management, climate action, and livelihoods.



Mr. Anupam Ray

with 27 years in the energy sector, brings global expertise in renewable energy policy, power sector reforms, and sustainable energy transitions across seven countries.



Team Speak

IFRAH IQBAL
Project Manager



Community & Purpose:
"Being part of SwitchON means working in a purpose-driven environment where supporting communities, promoting equity, and building sustainable livelihoods are at the heart of everything we do."

DHERRAJ RAJKUMAR
Senior Project Coordinator



Impactful Work :
"At SwitchON, I've seen firsthand how our initiatives in renewable energy, sustainable agriculture and livelihood create meaningful change. Contributing to projects that improve livelihoods and protect the environment inspires me to do more every day."

DAEBIANGMI KHARSATI
MIS Coordinator



Support & Recognition:
"SwitchON provides a supportive environment where contributions are valued and recognized. The guidance, training, and encouragement I receive empower me to take initiative and make a real difference on the ground."

DEEPAK ARYA
Project Manager



Empowerment & Growth:
"SwitchON empowers us to take ownership, innovate, and lead with purpose. The supportive team culture and focus on learning and sustainable impact continually inspire my professional and personal growth." every day."

KANCHAN SINGHA
Field Officer



Collaboration & Learning:
"Working at SwitchON has allowed me to collaborate with different communities. This exposure strengthens my skills, broadens my perspective, and helps me develop innovative solutions to complex sustainability challenges."

SUVENDU SARDAR
Executive of Skill & Training



Sustainable Solutions :
"At SwitchON, I have contributed to mobilizing and training youth in green skills. Promoting renewable energy and climate-smart livelihoods has strengthened community resilience and advanced our vision of a sustainable future."





**Photos
from
the
field**







www.SwitchON.org.in



@SwitchONIndia

SwitchON Foundation, established in 2008, is a leading non-profit organisation focusing on Environment Sustainability and Equal Opportunities. Operating in 10 Indian states. It leads initiatives in Clean Energy Access, Sustainable Agriculture, Skilling, Clean Air and Sustainable Cities. Key strengths encompass innovative project implementation, capacity building, field support, awareness and advocacy.

