

SHAPE foundation - Project Impact Assessment

Project Information:

BSU Bharat Samridhi Udyog, a registered company, commenced its project in April 2023 in Manav Teerth, Chhattisgarh, under the leadership of Dhruti.

Current Project Status:

Significant progress has been made with completed R&D, packaging, recipe finalization, and back-end work. The project is now in the phase of ordering machinery and budgeting.

Future Plans:

Planned activities include fine-tuning, completing production, and initiating market trials. The project timeline awaits approval for production, with the first quarter focusing on trial runs.

Impact Assessment:

The project aims to create a healthy, Ayurvedic, preservative-free breakfast snack, rich in B12 and protein, suitable for all age groups. Metrics for impact include nutritional value, market penetration, and customer feedback, with success measured through increased adoption and positive feedback.

Beneficiaries and Target Population:

Primary beneficiaries are local women in Chhattisgarh villages, focusing on training and skill development. The project targets all local women. The estimated beneficiaries include individuals from rural and marginalized communities.

Financial Support:

The project has received 3-4 lakhs, with an anticipated need for 40-50 lakhs in the first quarter. Funds have been utilized for R&D, testing, recipe trials, small machinery, and packaging design.

Impact Evaluation:

Baseline studies and needs assessments, including product testing and R&D, have been conducted. Key findings emphasize product viability, market interest, and nutritional value acceptance.

Challenges and Barriers:

Challenges include the rural setting, low technical support, transportation time, and logistical issues. These have been addressed through adaptive strategies for rural distribution and localized logistics.

Partnerships and Collaboration:

No formal partnerships have been established as of now.

Sustainability:

Sustainability plans involve integrating the product into local markets and exploring collaborations with local vendors.

Lessons Learned:

Key lessons involve the importance of local adaptation, considering logistical challenges, and aligning with local preferences. Adaptations include refining the distribution strategy and diversifying product variants.

Innovation and Best Practices:

Innovations include the use of millets, unique product variants, and incorporating local ingredients, showcasing a commitment to health and tradition