

DA-implemented STREE programme wins “Doing Good Through Business” award for Women and Inclusion category



The award memento

Development Alternatives-implemented STREE programme has won the “Doing Good through Business” in the Women and Inclusion category at the prestigious “Doing Good for Bharat Awards 2024”, hosted by CSRBOX during the 11th edition of India CSR & ESG Summit.

This accolade recognises our significant contribution to the community, especially women, through our Social and Transformative Rural and Economic Empowerment (STREE) programme which directly and indirectly impacts over half a million women across 6 states of India through income increase and empowerment.

This HDFC Bank-supported programme was launched in 2022 with an aim to economically empower women farmers and artisans in Assam, Chhattisgarh, Jharkhand, Odisha, Punjab, and West Bengal. The programme transforms women SHGs into dynamic, income-generating Producer Organisations (POs). The market-led approach ensures sustainability, linking producer organisations with larger markets and value chain players.

One of the key objectives of the programme is leveraging new investments, including government schemes and private-sector partnerships and fostering collaborations at the national, state and local levels. Over the past two years, under the umbrella of Development Alternatives in partnership with HDFC and Grant Thornton, it has been able to transform hundreds of homemakers into first-generation entrepreneurs coming together to run all-women FPOs.

The award ceremony was graced by esteemed dignitaries, including Hon'ble Padma Shri Savji Dholakia, Founder and Chairman, Hare Krishna Exports & Dholakia Foundation; Hon'ble Shri Dinesh Gundu Rao, Health Minister, Government of Karnataka and Shri Raj Bhushan Choudhary, Hon'ble Union Minister of State-Jal Shakti, Government of India.

The “Doing Good for Bharat Awards” celebrates outstanding achievements in climate, education, healthcare, rural development, and inclusion. This year’s award ceremony recognised impact professionals, businesses, government entities, and civil society organisations for their dedicated efforts in creating a more inclusive and sustainable Bharat.