

code for <good> 2022

CELEBRATING 10 YEARS

Organization: Taru Foundation

Website: www.tarufoundation.com

Mission

To work for the Creation, Protection, and Nurturing of poverty-free, educated, skilled, women empowered, prosperous and healthy society through philanthropic thinking, high governance, and best practices across the globe.

Context

Taru Foundation helps with vocational and skill development training program for rural students, provides solution for healthcare in rural areas, and trains rural community members to promote their livelihood.

Their rural livelihood program through Self Help Group (SHG) members aims to provide technical inputs for a business plan, handholding and training support. They train individuals to create/manufacture certain products and also provide a market for them to sell and make a livelihood.

Taru has achieved tremendous impact through their various programs. They have been able to provide placement opportunities to 120 students in 4 batches through their vocational and skill training program. They are also working with the Chhattisgarh government and have been selected as district-level coordinators and master trainers for the NGGB scheme. Their training program through self-help groups has provided livelihood opportunities to more than 200 families through different demand-supply based sustainable and scalable models.

Taru is now aiming to scale their programs using technology. It will help increase efficiency, reach and have a bigger impact.

Challenge

The organization is looking to build a user interactive e-commerce platform to connect buyers and rural SHG sellers for their products in the open market. The platform should have a database of all buyers and sellers, functions for uploading the product catalog, delivery mechanism, invoicing, and an online payment option.

Additional Considerations

- The platform should analyze products that a particular buyer is interested in and promote those products.
- Since some of the products being sold are unique, think of a solution to have these products listed.

Technology Baseline

Currently, the organization does these processes manually. They have trained around 500 SHG members and provided them with local market support through one on one basis.

The solution will have a manifold impact on the efficiency and performance of the operation, get more visibility to products of SHG members and improve their livelihood.