



SUSHMA FOUNDATION

"Empowering Education. Enriching Futures."



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About Us

Who We Are?

Sushma Foundation is a Varanasi-based NGO, established in **2011**, dedicated to uplifting marginalized communities across India through impactful initiatives in education, healthcare, livelihood, and women's empowerment, reaching over **1.5 million beneficiaries annually across 25 states**.



What We Do?

We implement **over 400 welfare projects**, focusing on education, healthcare, women's empowerment, and livelihood enhancement, operating in more than **2,000 remote villages and urban slums, directly benefiting children and their families to foster sustainable community development**.

MISSION

"To improve the quality of life for oppressed and disadvantaged sections of society."

VISION

"To empower individuals, enabling them to have greater control over their life situations and fostering a mutually rewarding world."

Navigating Industry Challenges

INDUSTRY CHALLENGES



Education



Healthcare



Women's Empowerment



Livelihood

IMPACT

Approximately **35 million children aged 6–14 are out of school**, with dropout rates higher among girls.

Rural areas suffer from inadequate healthcare infrastructure, leading to high maternal and infant mortality rates.

Only **14.7% of parliamentary seats are held by women**, and **23.3% of women aged 20–24** were married before 18, indicating gender disparities.

The female labor force participation rate stands at **32.8%**, reflecting limited economic opportunities for women.

Solutions We Offer



Equitable Access

- Implementing programs **that have enrolled over 380,000** out-of-school girls, improving literacy and numeracy skills.



Women's Empowerment

- Facilitating skill development and microfinance programs, leading to increased female entrepreneurship and income generation.



Healthcare Services

- Organizing health camps and training ASHA workers, contributing to improved maternal and child health outcome



Livelihood Programs

- Providing vocational training, resulting in sustainable employment opportunities for marginalized populations.

Our Offerings



Educational Programs

Learning centers, scholarships, and digital literacy initiatives.



Healthcare Services

Medical camps, health awareness drives, and sanitation projects.



Women's Empowerment

Vocational training, SHGs, and leadership workshops.



Livelihood Initiatives

Skill development, entrepreneurship support, and microfinance access.



Environmental Conservation

Awareness campaigns and sustainable practices promotion.



Disaster Management

Relief operations and community resilience building.

Our Operational Areas



Uttar Pradesh

Varanasi, Lucknow, Chandauli,
Deoria, Ghazipur, and others.



Bihar

Buxar, Gaya, Patna, Rohtas.



Jharkhand

Chatra, Deoghar, Dumka,
Garhwa, Giridih, Kodarma,
Lohardaga, Palamu.



Chhattisgarh

Bastar, Bilaspur, Dakshin Bastar
Dantewada.

Our Image Gallery



Our Key Focus Areas



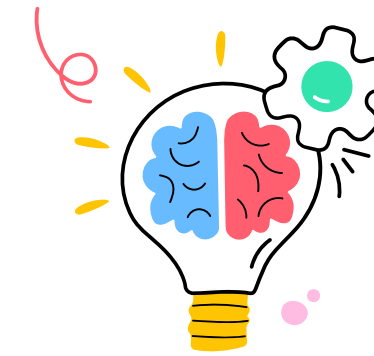
**Education and
Literacy**



**Healthcare and
Family Welfare**



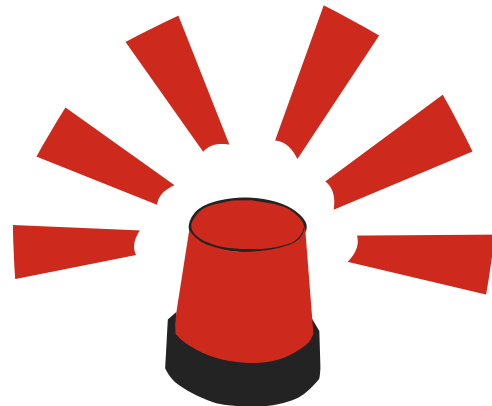
**Women's
Development and
Empowerment**



**Livelihood and Skill
Development**



**Environmental
Conservation**



**Disaster
Management**



**Support for Differently
Abled Individuals**



**Human Rights
Advocacy**



**Microfinance and Self-Help
Groups (SHGs)**



**Legal Awareness
and Aid**

Unique Selling Point

Holistic Approach

Integrating education, healthcare, women's empowerment, and livelihood for comprehensive development.

Grassroots Engagement

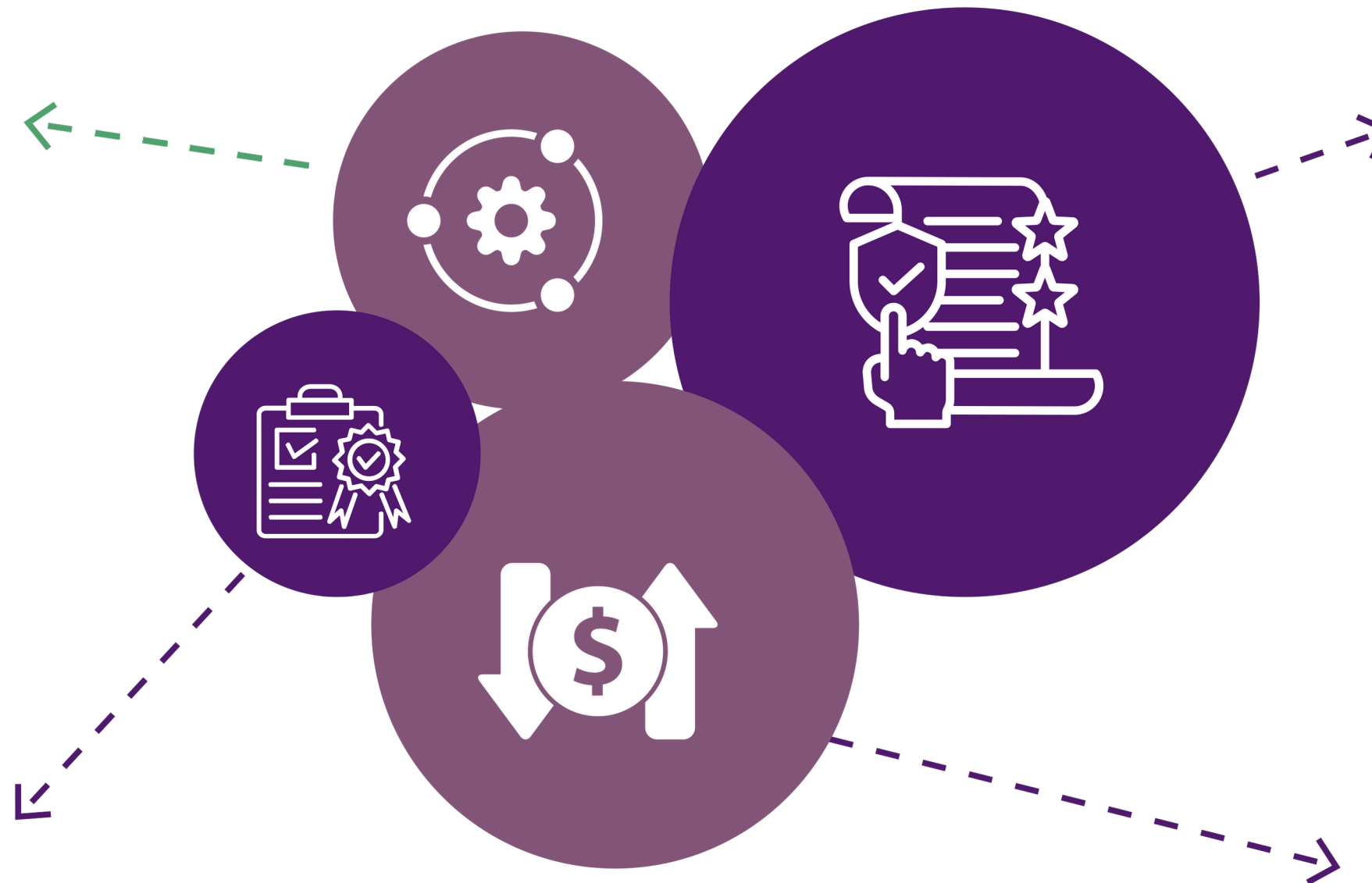
Deep-rooted presence in over **2,000 villages** ensures community trust and participation.

Scalable Models

Proven frameworks adaptable across diverse socio-cultural contexts.

Collaborative Partnerships

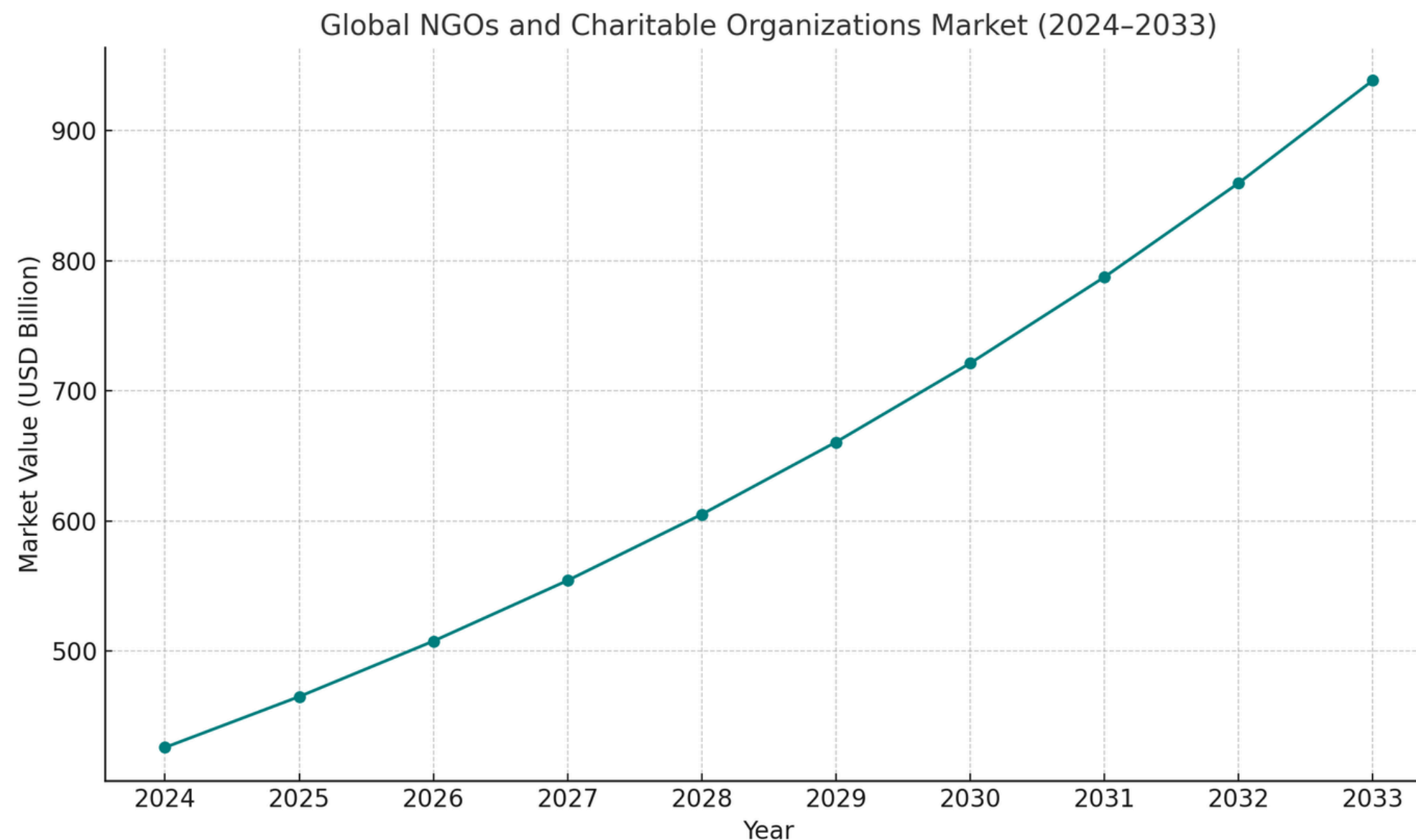
Engaging with government bodies, corporates, and other NGOs for amplified impact.





Market Size

The global NGOs And Charitable Organizations Market was valued at **USD 425.77 billion in 2024** and is projected to reach **USD 464.86 billion in 2025**, steadily progressing to **USD 938.56 billion by 2033**, with a **CAGR of 9.18% from 2025 to 2033**.





Our Strategic STP Approach

Segmentation

- **Demographic:** Low-income families, women, and children in rural India
- **Geographic:** Remote villages and slums across 25 Indian states
- **Behavioral:** Communities lacking access to education, healthcare, or clean water
- **Psychographic:** Aspirational, underserved populations seeking upliftment

Targeting

- **Primary:** Marginalized children, women, and families in backward regions
- **Secondary:** Corporates for CSR funding and high-net-worth donors
- **Tertiary:** Government and institutional collaborators for policy alignment
- **Approach:** Community-first, impact-driven, scalable interventions across focus areas

Positioning

- **Value Proposition:** India's integrated grassroots NGO creating sustainable change
- **Emotional Connect:** Uplifting millions with dignity, equity, and opportunity
- **Differentiation:** Deep rural presence, multi-sectoral model, and transparency
- **Brand Message:** "Empowering Lives, Transforming Communities Across India"



Competitive Analysis

Parameters	Sushma Foundation	Smile Foundation	SEWA	Educate Girls
Pan-India Presence	✓	✓	✗	✗
Focus on Education	✓	✓	✗	✓
Focus on Healthcare	✓	✓	✓	✗
Livelihood and Skill Development	✓	✓	✓	✗
Child Welfare Programs	✓	✓	✗	✓
Clean Water (Jal Jivan Mission)	✓	✗	✗	✗
Environmental Awareness Programs	✓	✓	✗	✗
Program Diversification (Multi-Thematic)	✓	✓	✓	✗
Technology Integration	✓	✓	✗	✓
Transparent Governance & Audit Systems	✓	✓	✓	✓
Women-Centric Microfinance/SHG Initiatives	✓	✗	✓	✗
Disaster Relief Work	✓	✓	✗	✗



Go-to-Market Strategies

Community-Driven Engagement

- We collaborate directly with local leaders, volunteers, and beneficiaries to tailor programs that meet grassroots needs effectively.

Partnership Alignment

- Strategic tie-ups with CSR arms, government bodies, and development agencies ensure broader reach and co-funding opportunities.

Digital Outreach

- Leveraging social media, SEO, and online platforms to mobilize donations, share impact stories, and attract volunteers.



Impact Storytelling

- Using powerful real-life narratives and data insights to emotionally connect with donors and stakeholders.

Events & Campaigns

- Organizing awareness drives, rural health camps, and donor engagement events to build trust and visibility.

Multi-Stakeholder Collaboration

- Building coalitions with NGOs, corporates, and institutions to scale impact collectively.



Aim to Scale Up Plan

Phase 1: Strengthening Base (2025)

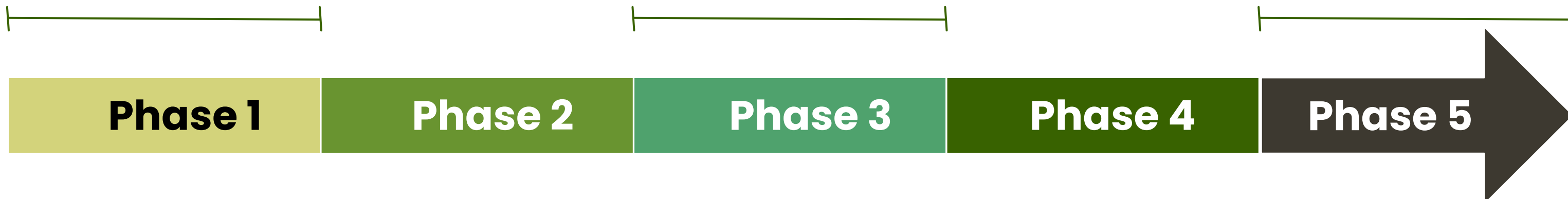
- Expand operational staff and volunteer base.
- Upgrade monitoring & evaluation tools for impact tracking.

Phase 3: Strategic Partnerships (2027)

- Secure new CSR alliances and government MoUs.
- Collaborate with academic institutions for research and interns.

Phase 5: National Influence (2029)

- Scale to 30 states and union territories.
- Launch policy advocacy initiatives for systemic change.



Phase 1

Phase 2

Phase 3

Phase 4

Phase 5

Phase 2: Regional Expansion (2026)

- Launch programs in 10 new districts across 3 states.
- Establish mobile health and education units.

Phase 4: Tech Integration (2028)

- Develop mobile app for donor engagement and service delivery.
- Introduce digital literacy programs in rural schools.

Revenue Model

#Revenue Model

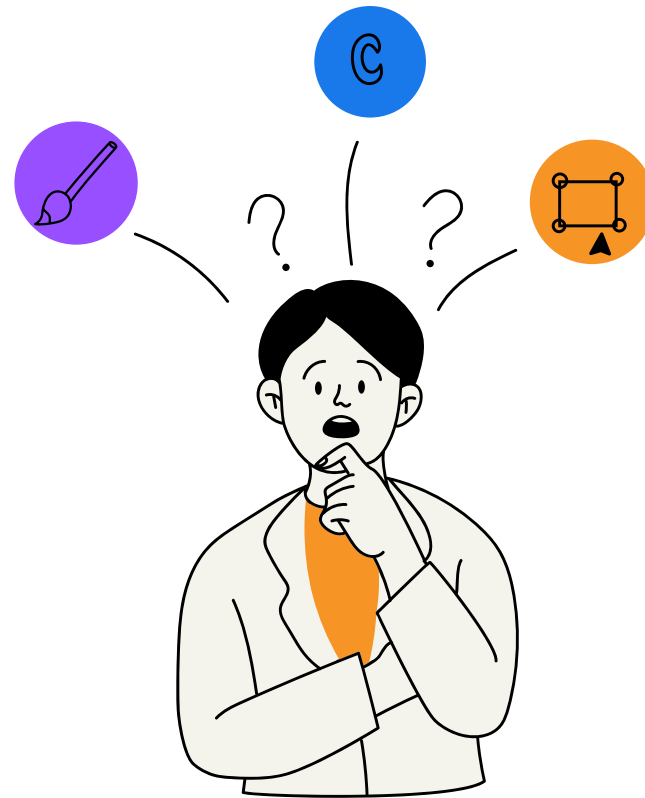


Philanthropic Donations

From individual donors, both domestic and international.

Corporate CSR Contributions

Long-term partnerships with companies under CSR Act mandates.



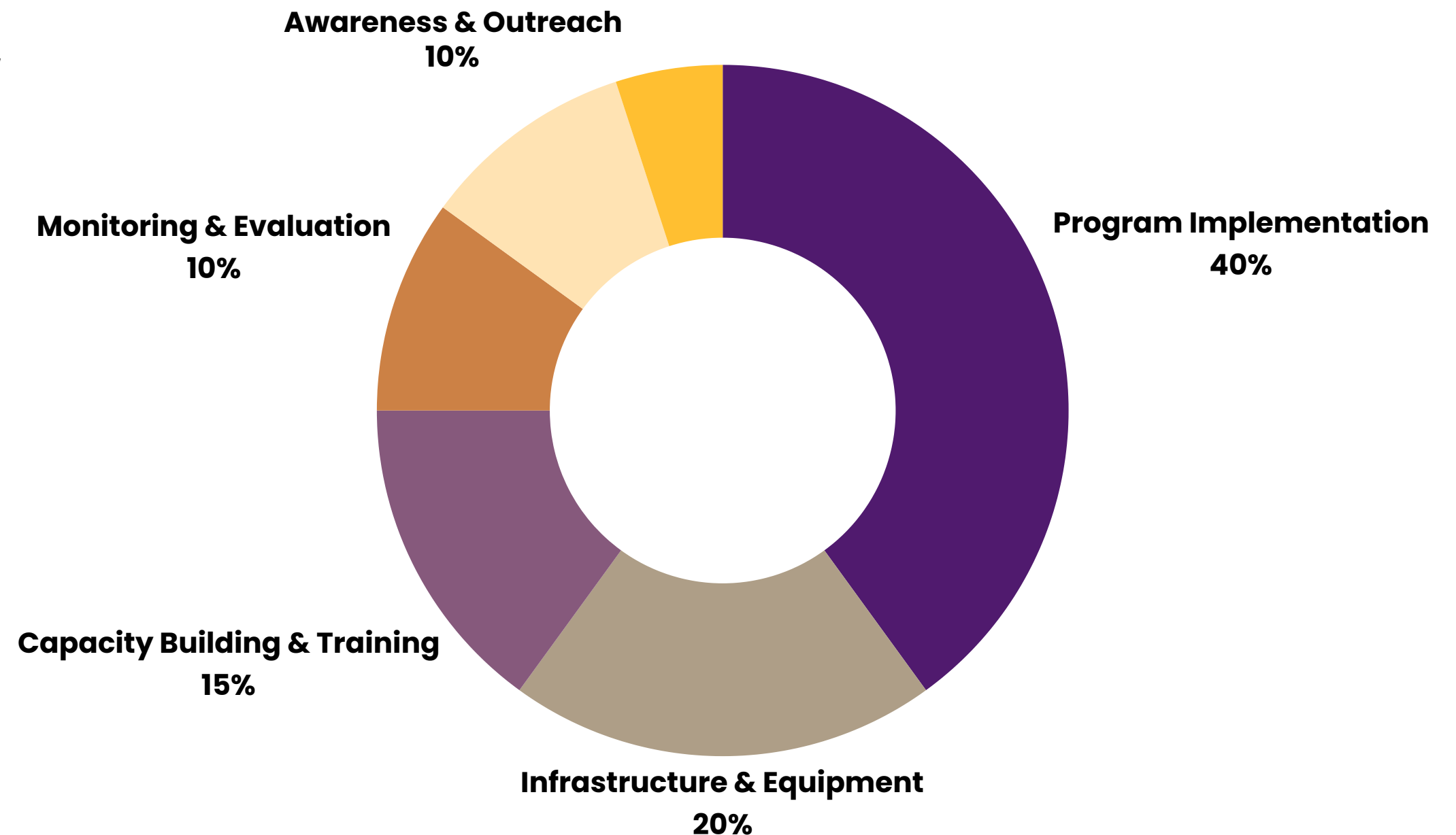


Fund Ask

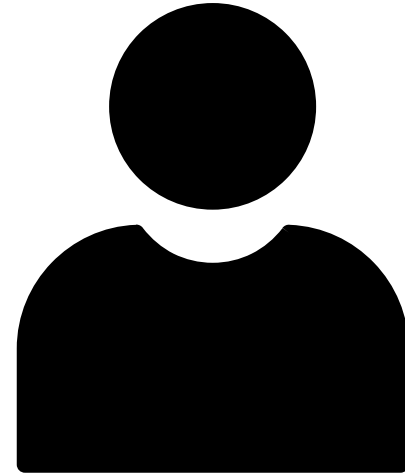
"We require funds to expand our outreach, enhance program infrastructure, scale impactful initiatives in education, healthcare, and women empowerment, and ensure long-term sustainability through technology, partnerships, and grassroots capacity-building."

Funds Utilization Blueprint

- Program Implementation
- Infrastructure & Equipment
- Capacity Building & Training
- Monitoring & Evaluation
- Awareness & Outreach
- Administrative Overheads



The Founder



Mangal Prasad Singh

Founder

- *Holds a Master of Science (M.Sc) degree and Bachelor of Education (B.Ed).*
- *Passionate educator and social reformer.*
- *Over a decade of grassroots experience.*
- *Visionary behind Sushma Foundation's inclusive development model.*