

Dharma Life: Greening in India



Large-Scale, Open-Submission
Field Experiments
on Sustainability

January 2023



Dharma Life



Seeks to:

- Drive sustainable community development
- Address the issues of awareness, accessibility, and affordability for social impact products and services
- Drive progress on Sustainable Development Goals

Social organization
Founded in 2009
Based in India and Germany



Through a network of rural women entrepreneurs

The Dharma Life Entrepreneur

Digitally Enabled Changemaker
Community Leader & Role Model
Consumer Researcher & Sales Agent



Chosen from within the community
trained as an entrepreneur and changemaker
to promote inclusive progress in her village.

Equipped with a smartphone; supported by Dharma Life
platform

Drives behavior change, conducts consumer research,
promotes skilling and provides access to products+services
that create impact for people and planet.

'Jai Shri Krishna' (Hello)
I am Chanchal Chauhan

PEOPLE



Improving the quality of life and addressing gender issues among vulnerable communities, such as women, children, and migrants.

HEALTH & WELLBEING

WATER, SANITATION & HYGIENE
SEXUAL & REPRODUCTIVE HEALTH
MENSTRUAL HYGIENE
NUTRITION
MENTAL HEALTH

DIGITAL EDUCATION & LIVELIHOODS

DIGITAL & FINANCIAL INCLUSION
SKILLING FOR WOMEN
LIVELIHOOD ENHANCEMENT
21ST CENTURY SKILLS
CHILDREN'S EDUCATION

GENDER EQUALITY

GENDER RIGHTS
WOMEN EMPOWERMENT
WORKFORCE PARTICIPATION

PLANET



Addressing climate change, reducing pollution and waste, and promoting sustainability.

CLEAN ENERGY

ENERGY ACCESS
CLEAN COOKING
PRODUCTIVE USE RENEWABLE ENERGY PRODUCTS

CLIMATE ACTION

ENVIRONMENTAL AWARENESS
CIRCULAR ECONOMY
REFORESTATION



17,000+ DLEs

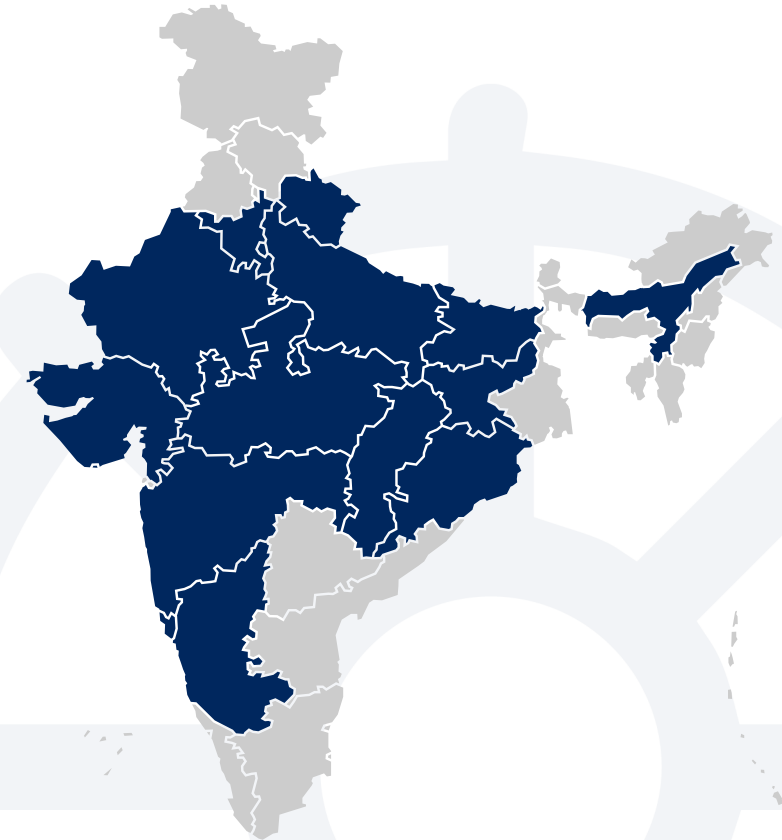
more than 75% of which are women

200+ Team

to support the network of DLEs and manage on-ground operations

Access to 23 million rural households

across 50,000+ villages in 14 states of India



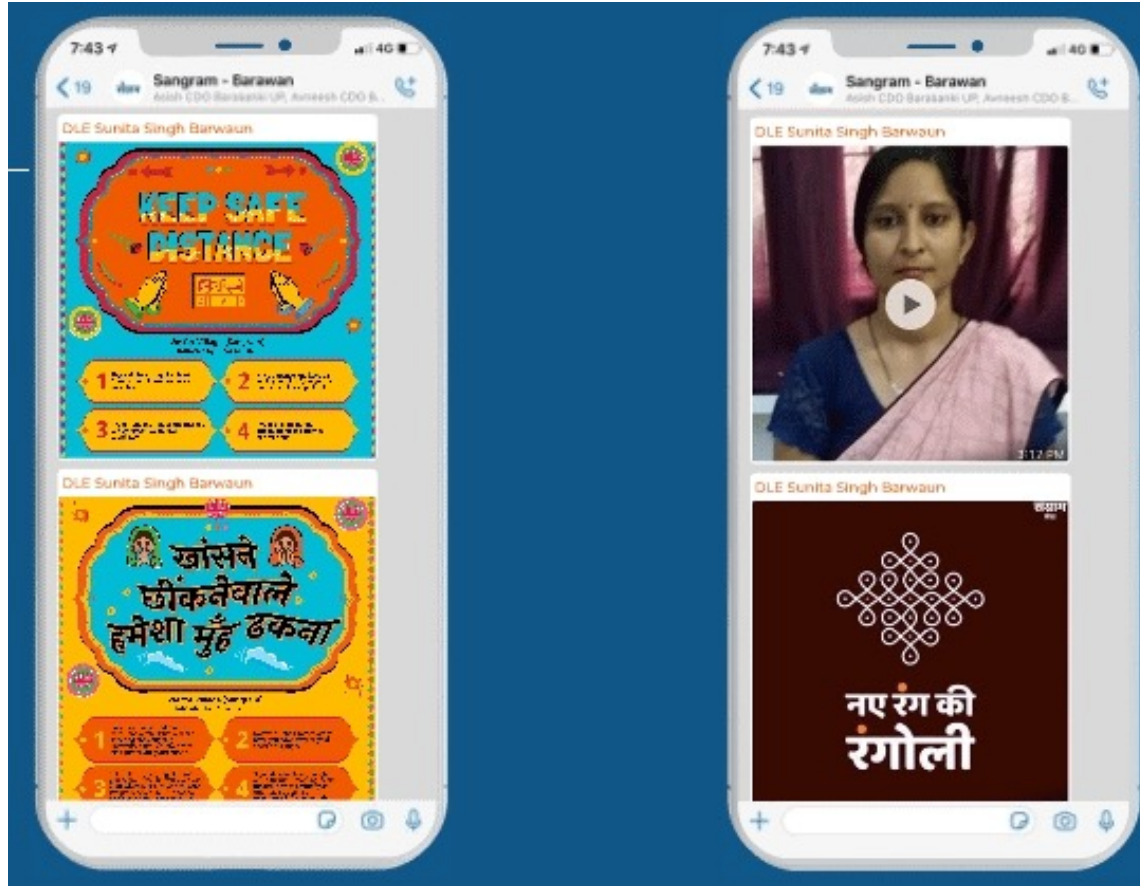
The SCP Challenge: Greening in India



Greening in India: The Campaign

WhatsApp Message Text or Image

Script



Outcomes of Interest

Greening in India

- Seeding (in minds):
 1. *Task acceptance*: Take up of tree-planting task by Dharma Life Entrepreneur
 - Measure: affirmative response by entrepreneur to outreach by Dharma Life
 2. *Reach*: Number of villagers contacted by Dharma Life Entrepreneur on WhatsApp and in person
 - Measure: list of villagers contacted by entrepreneur
 3. *Engagement*: Affirmative responses by villagers to call to action
 - Measure: text responses to WhatsApp campaign; responses during in-person gatherings
- Planting:
 4. *Implementation*: Number of tree saplings planted
 - Measure: photo and GPS tag of sapling
- Sustaining:
 5. *Survival and growth*: Number of surviving trees after 6 months
 - Measure: periodic photos

Thank You

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