

# Dare To Dream

The official newsletter of WinVinaya Foundation



**CELEBRATING DIVERSITY, INCLUTION, AND EMPOWERMENT AT WINVINAYA!**

## Turning Training into Transformation: MSME Follow-Up Visit in Yelburga

*"We Never Imagined We Could Do This."*

Yelburga, Karnataka | 1st July 2025

When we first met the women entrepreneurs of Yelburga, many had barely used smartphones beyond calls.

- Financial apps?
- Video editing?
- Canva?

It felt out of reach.

But three months after our **Digital Marketing and Financial Literacy Training**, we returned—and found something remarkable.

**This wasn't just a follow-up visit.** It was a celebration of quiet revolutions.

Women once hesitant with tech are now confidently running businesses—some from their kitchens, others reaching customers as far as Bangalore. Here are just a few of their stories:



## Malika's Leap with Jute Bags & QR Codes

Now using Canva and InShot for promotions, Malika proudly accepts payments via PhonePe—proof that digital access fuels growth.

## Kallamma's Solar-Powered Jowar Roti

She turned power cuts into opportunity, using solar energy to boost production. Today, her machine and marketing both run full steam.

## Shailaja's Homemade Wellness Goes Wide

From millet malt to herbal teas, her products—and her organic garden—now travel to cities, powered by courier services and storytelling videos.

## Sujata's Wool & Willpower

After 30 years of manual crafting, Sujata's sales doubled once she embraced digital marketing and PhonePe payments.

## Mahantamma's Snacks & Stitching Skills

From tailoring designer blouses to making Shenga Chikki, her district-level orders prove that you don't need a storefront to shine.

## Final Thought

These stories are proof: when rural women access training in a language they understand, they don't just learn—they leap.

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## From Learning to Ground Action: Bringing Digital Tools to the Grassroots

Staying relevant means staying curious. Earlier this month, our team joined the **Advanced Digital Marketing Training Program** (July 10–11, Bangalore), hosted by **Ubuntu** in partnership with **UN ESCAP**, to deepen our understanding of how MSMEs can thrive in a digital-first economy.

The two-day program spotlighted tools, strategies, and systems that can help small businesses unlock scale—from digital branding and e-commerce to trade finance and compliance. **The goal?** To take these insights back to underserved communities—entrepreneurs, persons with disabilities, and rural changemakers—who often get left out of such conversations.

### What We Gained:

#### Day 1 Highlights

- Social Media & e-Commerce growth strategies (Dr. Rajan Sudesh Ratna)
- Trade finance, ZED/RAMP compliance for MSMEs
- Financial planning essentials (Dr. Balaji Rao, HDFC)
- LinkedIn branding for micro businesses

#### Day 2 Highlights

- Tools like WeSellOnline, Zoho Books, Copy.ai
- Export-import guidance with DGFT & Lexship
- GeM portal access and inclusive mobility showcases

The learning continues—but every insight brings us closer to building inclusive, tech-enabled livelihoods from the ground up.

## Inclusion on the Run: RH Jayanagar Community Event

On a cool July morning, our team joined the **RH Jayanagar Community Run**—and brought inclusion along for the ride.

With 16 participants—both with and without disabilities—it was more than a walk or jog. It was a shared movement for awareness, empathy, and joy.



### Highlights:

- Buddy runs & tree-lined stories
- Deaf team's Q&A & storytelling
- VI teammates' sensitization exercises
- Intro to Sign Language & DAO course

### Want to continue your inclusion journey?

Take our 90-minute **Disability Awareness Orientation (DAO)**—online, interactive, and impactful.

👉 [Enroll here for DAO Course](#)

Share it with your teams, friends, and schools!

## From Classrooms to Market Stalls: MSMEs Step Forward in Dharwad

Dharwad Santhe / July 25, 2025

21 rural entrepreneurs set up stalls at Ishwar Temple—not just to sell, but to *step into confidence* after completing our training. They had packaging, branding, and pricing strategies developed through their sessions.



But nature had other plans—rain poured, footfall was low, and many didn't make a sale. Still, no one gave up.

### Why It Mattered:

- Entrepreneurs stayed till evening, despite downpour
- Shared heartfelt testimonials on how training boosted confidence
- Translated learning into real-life business practice

It was a powerful reminder: *growth doesn't wait for perfect weather*. It shows up when you do.

## Opening Doors: Our Dedicated Neurodiverse Training Program

This month, we proudly launched a **tailored training program for neurodiverse individuals**, including those with Mental Illness.



This initiative offers structured upskilling, confidence-building, and placement support to create pathways to meaningful careers.

Through **open house sessions**, we're getting to know candidates personally—understanding their strengths, interests, and support needs. This ensures that training aligns with their abilities and career aspirations.

Because inclusion isn't one-size-fits-all—it's about designing with dignity and impact.

## BFSI Skilling: Two Batches, One Big Celebration

We successfully completed training for **two BFSI batches**—comprising **women and persons with locomotor disabilities**. These individuals are now *ready for hiring* with strong foundational knowledge and workplace preparedness.

At the valedictory function, **Juhi from TE Connectivity**—our funding partner—joined the celebration and witnessed their journeys firsthand.

From nervous intros to confident mock interviews, the progress was palpable—and inspiring.

## Final Note & Call to Action

From **rural rooftops** to **urban classrooms**, from **community runs** to **corporate boardrooms**—we're turning learning into inclusion, and inclusion into action.

**Here's how you can collaborate with WinVinaya Foundation:**

We offer **niche, industry-relevant training** to individuals across **18 different disability categories**, equipping them with the skills needed to thrive in today's job market. Our inclusive team trains candidates in:

- **Banking & Finance**
- **MS Office Tools**
- **Microsoft Power BI**
- **Software Testing**
- **Accessibility Testing...and more**

Whether you're a corporate, startup, or educational institution, we welcome you to:

- **Understand our training models**
- **Interact with our skilled candidates**
- **Explore internship or recruitment partnerships**

Reach out to us at: [info@WinVinayaFoundation.org](mailto:info@WinVinayaFoundation.org)



**Let's work together to build a workplace where ability meets opportunity.**

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