## 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, returned—and found something remarkable.

This wasn't just a follow-up visit. 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 & OR 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.

Wool Willpower Sujata's 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.

## 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



**July - 2025** 

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.

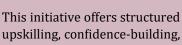
#### Why It Mattered:

- 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.



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



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

To get the sign language video of this newsletter, please scan the QR Code given here

