

BSE SOCIAL STOCK EXCHANGE · ZERO COUPON ZERO PRINCIPAL ISSUE

# Sustainable Tribal Villages

## *Empowerment Initiative*

ruraldevelopmentorganisation

RURAL DEVELOPMENT ORGANISATION (RDO TRUST)

*Powering rural development since 1980*

ISSUE SIZE

₹23.7

Crores

PROJECT LOCATION

Nilgiris

Masinagudi Clusters, Tamil Nadu

BENEFICIARIES

1152

Tribal Villagers

# About Rural Development Organisation

*Four decades of grassroots development in the Nilgiris*

RDO Trust has operated since 1980 at the intersection of livelihoods, sanitation, women's empowerment and tribal development. The Trust works in remote Masinagudi clusters where state delivery is constrained, combining multi-sector interventions with long-tenured community relationships to build durable, locally-owned outcomes.

FOCUS AREAS

Livelihoods	Sanitation
Women Empowerment	Tribal Development

*Multi-sector implementation capability with a proven track record of sustainable, community-owned models.*

VERIFIED IMPACT TO DATE



**4,500+**

farmers supported through natural farming initiatives



**1 ton/day**

compost produced by a women-led enterprise



**₹8.25 Cr**

SHG financial inclusion facilitated



**18**

government schools strengthened

# The problem we are addressing

*Tribal communities in the Masinagudi clusters of the Nilgiris face layered structural deprivation — where housing, livelihood, water, energy and education gaps compound into persistent poverty.*

## WHAT IS THE PROBLEM

- 01** Unsafe housing and weak rural infrastructure
- 02** Limited access to clean water and electricity
- 03** Low agricultural productivity on marginal land
- 04** Volatile, seasonal livelihood income
- 05** Persistent educational gaps for tribal youth

## WHO IS AFFECTED

- 01** 200 tribal families across Masinagudi
- 02** Small and marginal farmers
- 03** Women and youth without stable income
- 04** Forest-produce collector households
- 05** Out-of-school and under-resourced children

## WHY IT MATTERS

- 01** Inter-generational poverty cycles persist
- 02** Preventable health risks compound unchecked
- 03** Distress migration strains families
- 04** Traditional forest livelihoods erode
- 05** Women and youth remain economically excluded

*Without coordinated, multi-sector intervention, these communities remain trapped in subsistence survival.*

# Integrated Village Transformation Framework

A single, coordinated intervention that bundles eight mutually-reinforcing components — designed to move households from subsistence survival to sustainable resilience.



TARGET OUTCOME

**Subsistence Survival** →  
*Sustainable Resilience*



## Safe Housing

Durable, climate-resilient homes for 200 families



## Energy Systems

Rooftop solar and biogas for clean power



## Water Access

Household water connections and storage



## Natural Farming

Climate-smart practices for 250 farmers



## Livestock & Dairy

100 cattle sheds, milk collection, vet care



## Women Enterprises

400 women-led micro-enterprises



## Forest Livelihoods

Value-addition for forest-produce collectors



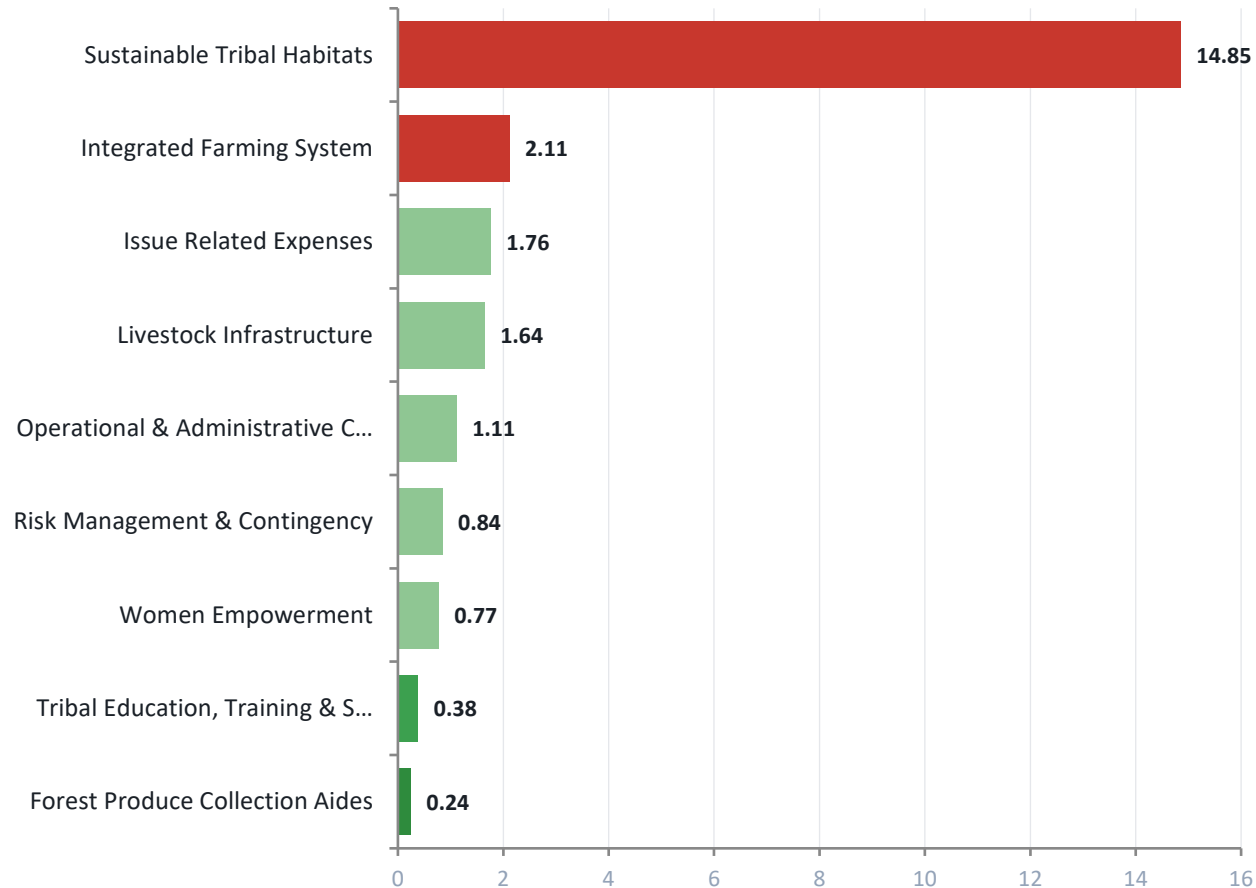
## Digital Education

Infrastructure reaching 1,000 students

# Capital deployment framework — ₹23.7 Cr

Transparent, asset-focused allocation aligned to measurable community outcomes.

## ALLOCATION BY COMPONENT (₹ Crores)



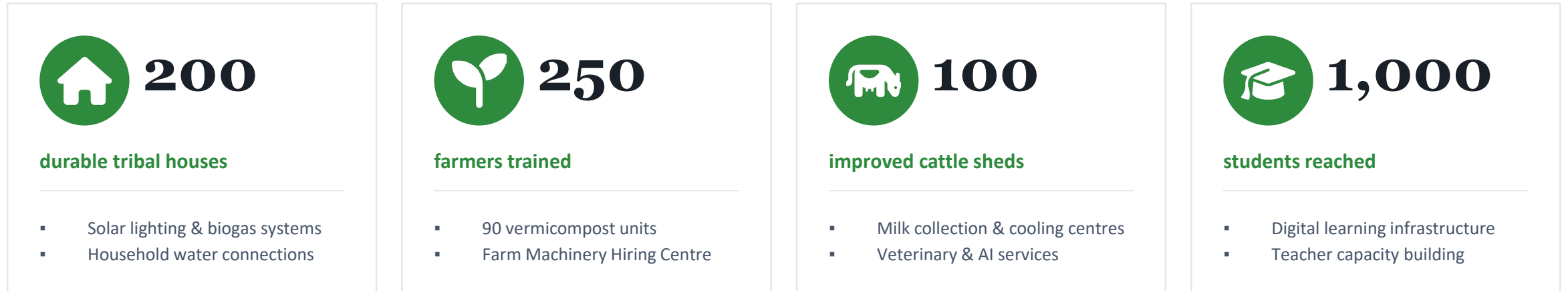
## DETAILED BREAKDOWN

Component	₹ Cr	Share
Sustainable Tribal Habitats — Safe Shelters	14.85	63%
Integrated Farming System — Tribal Livelihoods	2.11	9%
Issue Related Expenses	1.76	7%
Livestock Infrastructure	1.64	7%
Operational & Administrative Costs — Project Period	1.11	5%
Risk Management & Contingency	0.84	3%
Women Empowerment	0.77	3%
Tribal Education, Training & Skill Building	0.38	2%
Forest Produce Collection Aides	0.24	1%
<b>TOTAL</b>	<b>23.7</b>	<b>100%</b>

# Project outputs and household income uplift

A dual lens on impact: physical outputs delivered during the project period, and the sustained household income uplift those outputs are designed to generate.

## PROJECT OUTPUTS



## PROJECTED INCOME UPLIFT PER HOUSEHOLD



Income figures are management projections at steady-state; actuals reported in periodic impact updates.

# Invest in *Dignity*. Invest in *Sustainability*. Invest in *Impact*.



**Safe Homes**



**Sustainable Livelihoods**



**Women-Led Empowerment**



**Educated Youth**

## WHY THIS ISSUE STANDS OUT

### Verified, measurable change

Outcome metrics externally validated and periodically reported

### Transparent, asset-focused governance

Capital tied to hard assets with field supervision and audits

### Tax-efficient participation

Potentially available subject to prevailing regulations

### Recognised impact framework

Aligned to SDG and social-impact investing standards

# Why invest and how to apply

## WHY INVEST

### Verified social impact

Third-party validation of outcomes and beneficiaries

### Transparent governance

Periodic impact reporting to all holders

### Outcome-driven deployment

Capital released against field-verified milestones

### Direct community transformation

No intermediary — funds reach Masinagudi clusters

## WHO CAN APPLY

Individual investors · HNIs · CSR & institutional participants · Social-impact investors

## HOW TO APPLY

- 1 Confirm eligibility — Demat and PAN
- 2 Submit a valid application
- 3 Block or pay funds via ASBA / UPI / cheque
- 4 Allotment credited to Demat account
- 5 Receive periodic impact reports

## MINIMUM APPLICATION

**₹1,000 · thereafter as per issue structure**

## DO'S AND DON'TS

### DO

- Use your own UPI / ASBA account
- Verify DP ID, PAN and bank details
- Keep funds available or ASBA active
- Retain all confirmations and receipts

### DON'T

- Apply below the minimum of ₹1,000
- Use third-party or joint accounts
- Submit incomplete or mismatched details
- Ignore verification emails or calls
- Invest beyond your risk appetite

# An appeal for partnership



YOUR PARTICIPATION DIRECTLY ENABLES



## Safe homes

200 durable, climate-resilient houses with clean energy and water



## Sustainable livelihoods

250 farmers, 100 dairy households, and forest-produce collectors



## Women-led enterprises

400 women with their own income and decision-making power



## Educated tribal youth

1,000 students with the digital learning infrastructure they deserve

THE CALL

**Be a catalyst for  
measurable, verified,  
lasting change.**

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*Invest in Dignity.  
Invest in Sustainability.  
Invest in Impact.*

GET IN TOUCH

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*RDO Trust · serving the Nilgiris since 1980*



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