

Thank you for your interest in applying for the Zero Project Impact Transfer program. This short application form will help the selection team choose 10 projects from the Zero Project nominations to be part of this year's Impact Transfer program. Please answer the questions as fully as you can to help us with this process.

Before you apply, please read our briefing document and make sure you can demonstrate how you meet the following criteria:

- *You have sufficient track record and evidence that your innovation works and can be replicated (inter)nationally;*
- *Replication is a strategic priority for your organization, with buy-in at a senior level of the organisation, and some resources are already available for replication;*
- *At least one senior person (with decision-making power) from your organization can commit approximately 1 day a week to the programme for webinars, assignments etc. from Oct 2020 to March 2021;*
- *You are open to learn, share and be challenged, and have a proactive attitude;*
- *You are able to participate in webinars and assignments in English.*

Please note you can save your progress and return to the survey at any time, as long as you use the same computer and browser to complete the survey. Also be aware that question numbers may appear out of order as certain questions depend on your previous answers.

If you have any queries about the program, or have any trouble accessing this survey, please contact Paula Reid at p.reid@zeroproject.org. An accessible Word version is available on request.

Name

Alina Alam

Email address (please note that by entering your email address, you are giving the selection team permission to contact you regarding your application)

alina@mitticafe.org

Name of your organisation

Mitti Social Initiatives Foundation

Name of your project nominated for the Zero Project Awards

. What is your motivation for applying to join the Zero Project Impact Transfer program? (max 3000 characters)

I started Mitti Cafe at the age of 23 after graduating from university, with an aim to create platforms for persons with disability to showcase their abundant potential for productive activity & create awareness for the cause of equal opportunities in employment. We realized, the problem is not that there are a billion people with disabilities in the world. The problem is clearly the disability in our perception that restricts us from believing in the potential every individual with disability has. We decided to participate in changing this-one café at a time. MITTI Cafes, as part of its livelihood development initiative for the economic independence and dignity of persons with disability, provides experiential training and employment to adults with physical, intellectual and psychiatric disability through the creation of inclusive (infrastructurally and culturally) cafes within corporate and educational spaces. Our first employee, Kirti, came crawling for the interview as her parents could not afford a wheelchair. Today, after three years at Mitti Cafe, sitting on her wheelchair she manages 8 other persons with disability and is leading our Karuna (Compassion) meals initiative of feeding the poor and hungry along with running a sustainable cafe. We have 126 such beautiful stories. We additionally have outreach initiatives like MITTI Karuna Meals (Karuna means compassion) led by adults with disabilities that enable us to feed the poor through our cafes, which in turn creates awareness about inclusion. In the past three years, we have replicated our model across 13 cafes in 3 cities. Our core belief is that every individual with disability, anywhere in the world, has the potential to learn new skills, be self-reliant, contribute to society and the GDP. These individuals aspire to live with dignity and have a right to equal opportunities to realize their aspirations. Similarly food cafes are fundamental to the existence of any institution. By bringing these two together in the last 3 years, we have created a business model and organizational development blueprint, we aspire to leverage to create millions of Kritis in the world. We are excited to be a part of the Zero Project impact transfer program because it gives us the opportunity to realize our dream of changing a million lives - one meal at a time! By being part of the Zero Project Impact Program, we look forward to connecting with organizations with similar vision and ethos, collaborate, co-create and adapt our model so that it can be replicated everywhere in the world. Such an opportunity will be a true endorsement of the resilience and commitment of every one of the Mitti employees in working against all odds to create Mitti Cafes. They have been demonstrating that PWDs have the ability to inspire thousands of ordinary individuals to believe in the extraordinary power of embracing and empowering vulnerable factions of society is a true evidence of development and inclusion.

. What is your experience of replicating or transferring your innovation?

- We have already replicated our innovation
- We have not replicated our innovation yet, but it is a strategic priority and we have a clear idea about what to replicate, where and with which partners
- Replication is a new topic for us, but it is the right time to start working on it

. Please provide us more information on your replication strategy and experience so far (Where did you replicate this innovation? How did you replicate ? Which partners did you work with to replicate this innovation? How did you finance the replication? Results so far? Lessons learned?)

We have created a blueprint of our business and organizational models that has helped us launch a cafe in 80 hours, once a MOU with a hosting organization has been signed. In our experience, the long pole in the process is typically getting the buy in from the management of the organization to start a Mitti Cafe. We work with various organizations - those who have already run inclusion initiatives as well as those who are just getting started. Depending on where they are in this journey our approach involves sensitization meetings, multiple planning meetings with various stakeholders and co-creating a proposal that's best aligned with the organizational goals and criteria. We also provide them guidelines and sensitization meetings on getting their organizations ready for this initiative. The first few cafes played a pivotal role in our learning experience. I learnt to choose organizations that have a footfall of at least 2000 employees in their food court, simplify the menu options, carve out our niche while competing with other food vendors in the food courts and being able to offer wholesome healthy meals that are simple to put together for our employees. As described in the previous response, we have a time tested strategy and process in place, which has fueled our scaling initiatives. We have replicated in the following spaces: Wells Fargo, Infosys, Wipro, Iqvia, Australia New-Zealand Bank, Accenture, NSHM College, BVB College amongst others. In addition partnerships and collaborations are extremely important to grow exponentially and optimise resources. The following are the kinds of partnerships we have created and been able to leverage, that has enabled us to grow and help our team of adults with disability serve over 5 million meals in less than 3 years : Community Partnership: We sensitise the community to disabilities through natural interaction via the cafe. For us to be able to grow , we feel the community-starting from the local electrician, competing vendors, customers - have all have a big role to play in making this initiative a success. Disability NGOs alliance (DNA) : We are a part of the Disability NGOs Alliance (DNA) network, an association of many NGOs across India working in the disability space. As part of this network, we offer practical experiential training to the participants of this network, augmenting the work done by other NGOs. Our participation in this network offers us insights as well as exposure to a talent pool for our next cafe. Corporate and educational institutions: Our cafes are opened within institutions in partnership with them to foster inclusion. Many of these have a presence in other locations in India and therefore have given us the opportunity to expand to their other sites. Additionally, many corporations fund us for Karuna meals, which is a movement led by our team of adults with disabilities, to serve the vulnerable. Incubators and Accelerators: We have been mentored, received funding, networking and peer support by fantastic incubators in the country. We have been incubated, supported and endorsed by NSRCEL-IIM Bangalore, UnLtd India and N/Core. Social Venture Partners was the first organization to fund us when we were one cafe and 2 employees old. They provide ongoing mentorship support to us. Through incubators and accelerators we get access to the best minds in the industry. Our passion is matched by the experience of people from the corporate and social sector, whose aim is to help social entrepreneurs like us to scale our impact sustainably. Media: Social, print and electronic media are important to create awareness about our cause of inclusion and help us reach the masses. Major media channels across India and overseas have showcased our impact, thereby helping us promote our cause and inspire other people to participate in our journey of inclusion. We have been featured in the Forbes Asia Social Entrepreneurs List of 30 under 30 and have received the Hellen Keller Award. This enables us to build credibility and promote our work. Global Associations: We were selected by the Government of Australia in partnership with Griffith University as part of their 'Going Global Women Entrepreneurship' program in Australia. This program gave us an opportunity to learn more about expanding our cafes into Australia. We also hosted senior visiting employees from Salesforce US, UK and Australia as part of the Emerging World's Global NGO Connect Program and wonderful student interns from HEC, Paris.

. Please explain your initial ideas on replicating your innovation (what you wish to replicate, in which geographies, which type of partners will you need, or any other relevant information). If you do not know yet, please write 'Don't know'

This question was not displayed to the respondent.

. Please describe the main questions or challenges you hope to address by participating in the Impact Transfer program.

MITTI means mud. We thought of this name because, despite being different in age, gender, class, religion, ideology, abilities, we are all similar in our existence and our end. We all come from earth and to earth we return. Despite being different in different ways, we are similar in our fundamentals and yet this is not recognized when it comes to people with disabilities. When I think of MITTI, MITTI is not just a name, but it is the concept that has the potential to move the needle when we talk about reaching a billion persons with disability across the globe, who seek their basic rights of equal opportunities. We are aware that we must be able to open up this model to the world through knowledge sharing and partnerships. Areas we would want to explore with the support of the Impact Transfer program, to name a few, are: Country specific regulations to start a food cafe inside an organization Partnership with like-minded and passionate individuals and organisations who would want to collaborate on replicating this model in their home-country CSR like programs which are country specific and other resource mobilisation models The Impact transfer program could help us develop synergies through networking with brilliant entrepreneurs, activists and social workers working passionately in the inclusion space. This would enable us to exchange best practices and leverage global collaboration towards accelerating our joint vision. Leads could foster resource mobilization and regional/international business development opportunities, which could positively fuel our mission of equal opportunities and dignity for all.

. Is replication a strategic priority for your organisation, supported by staff, your board and external stakeholders?

- Yes
- No
- I don't know

. Please explain how replication fits into your strategy and long-term goals, and how replication is supported by your Board and leadership team. If you are not sure, please write 'Not sure yet'

The deep belief in the immense potential of every human life fuelled the journey of MITTI Cafe. Brimming with hope ,determination and a dream to create impact channelled by getting community stakeholders together, we started our journey. The three board members are completely aligned with our mission to create continuous sustainable employment for people with disabilities and additionally create awareness about inclusion through scaling our impact. Our Board comprises Anjani who has done his engineering from IIT Madras,Swati's expertise lies in Finance and I have done my Masters in Development. All the three of us are aligned in our passion to scale our impact and feel very strongly about inclusion. We align our expertise and impact strategies to our values , that drive our vision of economic independence and dignity for all.We as a team believe that the organizational vision can be reached by sharing and gaining knowledge across geographical boundaries Our additional strength comes from our board of advisors. Our board of advisors have been invested in us from the day we conceptualized Mitti Cafe. Each of them are thought leaders in their social impact and strongly believe in creating impact at scale. They were instrumental in connecting us to new opportunities, offering time and resources to help us realize our dreams and have had a multiplier effect. Therefore they continue to support our aspirations to go global. Many of them have experience working with international organizations and will add tremendous value to our endeavors to expand. Mitti Cafe has been a journey nothing less than what dreams are made up of for us and we feel it can be the same for anyone across the world who may want to replicate /partner for this simple model that has the potential to generate livelihoods and create awareness about inclusion. Every amazing person with disability engaged with us, owns this journey, the community, enablers own this journey. For us in the leadership team there is an ambition that is burning, uncomfortable-greedy for more impact because one has been witness to the big difference small efforts could make to that one life and then the next follows soon, while it's never ending. What acts as a soothing agent in this game of despair is the perception change that one can bring to this country and the world through global participation, where dignity and equal opportunities are not a privilege but a norm. This is possible if we are able to get global support and participation. Whether it is partnership through knowledge transfer or collaboration, we are ready to share Mitti Cafe's model of inclusion, infrastructural research, inclusive policies and additionally mentor partner organisation on business development and resource mobilisation, on the basis of our experience . Over the last three years, we have documented our process and refined them with every new lesson we learnt starting a new cafe. Here are some procedures we have standardized: Cafe Setup process: We have the ability of setting up a cafe end to end in 80 hours. Equipments are standardized to ensure accessibility and safety of our employees with disabilities. For example, Point of Sale systems are designed for use by a person with visual impairment, menu and training instructions are in Braille/pictorial form, sign language placards for employees/customers with hearing and speech impairment. Further we have a buddy system within the cafe. Standardised recipes and training modules: Recipes are researched and curated in a way that is easy for our adults with disability to cook and serve. Our recipes are standardized across cafes and are represent the Mitti brand for healthy , diet inclusive options such as vegan, keto and gluten free. Standard Operating Procedures and checklists for all Cafe operations have been created. Human Resource Growth and Management policy, Supply Chain Management, Go-to-market strategy and fund-raising strategy are also documented

. Have you standardized your model and operations in a way that allows partners to easily replicate it (guidelines, operations manuals, trainings,...)?

- Yes
- To some extent, but we still have more work to do
- Not yet

. Are specific human or financial resources already available for replication? Please explain.

MITTI, through its ongoing efforts at sensitising the public to inclusion, is successfully spurring like-minded organisations and individuals to take up the challenge of building systems of development that adopt a more comprehensive perspective and holistic approach - one that recognises the infinite capacity of people to grow, irrespective of perceived disabilities. Mitti Cafe has restricted and unrestricted grants to grow within India .Mitti Cafe has partners and well-wishers internationally who have engaged with us. They have shown keen interest in starting Mitti Cafes in their home countries or would be happy to connect us to organisations who work in the inclusion space, or to corporates who give us space to start cafes/fund us for the same. Additionally , our core team in India as well as our mentors have connections abroad that could be leveraged. We have the following connects in different countries who have shown interest to replicate our model/support us : Social Venture Partners: First organisation to fund us in India. They have chapters in 8 countries and would be willing to help us scale to other countries Australia-Griffith University Paris- HEC Paris Students Scotland-Scholar from Developmental Sector wants to partner Bangladesh - Recipient of Commonwealth Youth Awardee wants to partner Dubai - An entrepreneur wants to partner with us to start a Mitti Cafe

. Is there a clear project owner in your team who has the capacity, skillset, and decision-making power to participate fully in our program (approx. 1 day per week between October 2020 and March 2021) and support the replication of your innovation?

- Yes, we have a project owner for this program, with the necessary skills and seniority
- Not yet, but we have enough capacity and can easily assign a project owner for this program
- No, we do not have enough internal capacity for this program at the moment

. Please provide more information on the profile of the person who will serve as project owner for the Impact Transfer program (background, experience, ...). You can also add a link to the person's profile (on LinkedIn or on your website), if you wish.

Alina is the Founder of Mitti Cafe and a strong believer in Economic Independence and Dignity for all. She started Mitti Café, while still studying at University with an aim to create platforms for adults with physical, intellectual and psychiatric disabilities to showcase their abundant potential for productive activity and create awareness for the cause of equal opportunities in employment. Alina is a passionate Tedx speaker and has been featured in the Forbes Asia list of 30 under 30. She has won the Hellen Keller Award, Times of India, She Unlimited Award , Rotary Exemplar award , Microsoft Nipman Award, Tiecon Female Entrepreneur of the Year award amongst others. She started her social entrepreneurship journey at the age of 23, while in college. The journey started with empty pockets, several failed sales attempts and rejections . Her journey of hope started at one café in a dilapidated tin shed with 2 employees with disability , to 13 cafes run by 116 adults with physical, intellectual and psychiatric disability, who have served over 6 million meals in 3 years is that of resilience and belief. Her journey as a social entrepreneur, scale and sustainability were influenced by 3 stories that changed her life – Nero, Kirti and the Starfish, shaped by the SDGs Prior to Mitti she started another NGO (SSRI) in Mumbai at the age of 18, while she was in her 1st year of college. She lead a similar outreach organisation (PAHAL) whilst doing her Masters from Azim Premji University in Bangalore . She is passionate about and has had the opportunity to motivate and engage youth in activities pertaining to inclusion, human rights and livelihood generation. LinkedIn: [linkedin.com/in/alinamitticafe](https://www.linkedin.com/in/alinamitticafe) Tedx talk by Alina on the magic of abilities : <https://www.youtube.com/watch?v=KdO8miPWfAE> Website: www.mitticafe.org

We are interested to understand your impact model (also called Theory of Change): who are your main target groups, which key activities do you offer to these target groups, what impact (change) do you want to achieve for your target groups, and how do you measure this impact (if you do).

Please fill in the table below focusing on your main target groups, activities, expected impact and indicators.

	Insert your TARGET GROUP (one target group per box, maximum 3)	Insert your key ACTIVITY for this target group	Insert the main IMPACT (CHANGE) that your activity is supposed to achieve for this target group	Insert the main INDICATOR you use to measure your impact (if available)
1	Persons with physical, intellectual and psychiatric disabilities	1. Recruitment of adults with physical, intellectual and psychiatric disability 2. Training of persons with disabilities in the areas of F&B and Hospitality services along with their soft skills 3. Providing opportunities for growth within the organisation through increased responsibilities and compensation 4. Creating role models for the world and communities leading to changing perceptions about persons with disabilities	1. Empowerment for persons with disabilities 2. Inclusion and increased opportunities for employment for persons with disabilities 3. Improving perceptions about disabilities within the communities and family 4. Greater sense of pride and empowerment achieved by our trained PWDs	Number of adults with physical, intellectual and psychiatric disability trained and employed. Income generation through sustainable livelihood opportunities Growth in careers: within and outside MITTI Cafe Number of Candidates taking positions of responsibilities, increase in salaries, opportunities to work independently and in other organisation Case studies that help us capture powerful stories of resilience and inclusion

2

Mitti-Moms Mothers of persons with disabilities

Work with mothers of persons with disabilities by providing them training in health & safety standards, procurement, preparation and packaging of snacks and sweets that are made at their homes. Provide a platform through MITTI Café to sell their savoury and sweet snacks that help compliment their household incomes. Work with them to set-up their own enterprise in their communities by promoting Women Entrepreneurship. Provide direct employment to mothers at Mitti Cafe.They can work with their children.

Since most of our adults with disability come from low income backgrounds, it leads to a overall rise in household income. Through Mitti Moms, post training our mothers of adults with disability can become micro-entrepreneurs or get directly employed in our cafe , where they work with their children.This leads to added work satisfaction and happiness for adults with severe disability or intellectual disability engaged with us. The performance and work productivity is seen to increase in both the mother and child. High levels of confidence observed with economic independence of our employee with disability,along with his mother.

Number of mothers economically empowered through employment and entrepreneurship. Satisfaction Survey and performance assessment of mothers and their children with disability working together at our cafes Total rise in household income

3

Community

-Serving meals through Mitti Cafe. Every meal enables to generate verabal and non-verbal natural interactions that enables us to sensitise customers Inclusion - Sensitization drives and inclusion workshops in public spaces -Karuna (Compassion)Meals: Outreach initiative that enables our team of adults with disability to cook and serve the poor and the needy.This helps us create awareness about inclusion to the last mile .The world gets to see the magic of abilities and empowerment.

-Change in the disability in perception of the community, leading to an inclusive community and additional socio-economic opportunities for persons with disability . -Positive behavioural change in their interactions with PwDs -Alleviation of Hunger -Every \$0.3 raised enables us to feed the economically underprivileged. A part of it goes towards the labor cost of our PwD employee. This enables them to earn with dignity ,while being an agent of social impact.

-Number of meals served through our cafes. We serve thousands of customers every year. In the last 3 years our adults with disability have served over 5 million meals and beverages.Every sale allows us and our customers to engage in natural interactions and demonstrate the potential of our wonderful team -Number of sensitization workshops held, number of participants who attended and survey on the level of awareness that could be generated through the activity based workshops Number of Karuna meals served to the poor and needy.Over 1 million Karuna meals cooked and served by our team during Covid 19. There is perception change about inclusion even in economically underprivileged communities, when our employees go and serve there.Wrong perceptions about disabilities due to a lack of education is changed when they view our team as warriors of change.

. Does your current funding model allow you to take repayable investment i.e. not grants, but equity or loans that you will have to pay back?

- Yes, and we have already received a repayable investment
- Yes, and this is something we want to explore
- No

. As part of the selection process for the Impact Transfer programme, we will be putting together a short video on each shortlisted project for our selection panel. We would be grateful if you could send us:

- Any video material you currently have about the project (via YouTube, DropBox etc.) that you did not already submit as part of your Zero Project application.
- A short video (maximum 20 seconds), explaining why you wish to join the Impact Transfer programme. This video can simply be filmed on a mobile phone.

If you have weblinks to these videos, please include them below. Otherwise you can send them to p.reid@zeroproject.org.

<https://vimeo.com/448673075>

. If you have any other supporting documents (such as your organization structure, impact evaluations, or strategic plans) that you have not already included in your original Zero Project application, please include the web links below. Alternatively, you can email documents to p.reid@zeroproject.org, including your name and project title.

The selection panel will handle any documents you send us confidentially.

I started Mitti Cafe post graduating from University .I was influenced by the story of Nero(Tedx talk- <https://cutt.ly/uyMZFjV>)in which I realized the problem was not Nero , but his guests.The turning point was when I realized I was one of his guests,and would continue to be so until I actively put my thought to action towards the cause I feel the most for.Economic Independence and Dignity for all.Please refer to these media links about our work. NDTV feature <https://cutt.ly/RyMF8WC> Mr Narayan Murthy (Infosys Founder)speaking about Mitti Café on DD Chandana shorturl.at/hzC02 The Hindu shorturl.at/dhS37 Reader's Digest shorturl.at/bginU You Humanity <https://cutt.ly/uyMFHHG> Inclusive India <https://cutt.ly/NyMFGkU> Indian Express magazine <https://cutt.ly/SyMFUIf> The Hindu <https://cutt.ly/OyMFIZY> New Indian Express <https://cutt.ly/ryMFP5d> <https://cutt.ly/7yMFFsO> Newshook <https://cutt.ly/7yMFZsw> Your Story <https://cutt.ly/lyMFKz1> Hindustan Times <https://cutt.ly/UyMFChy> The Stories of Change <https://cutt.ly/7yMF2eS>

. There are no further questions in the survey. Please use the 'Next' button below to submit your application.

By submitting your application you are giving the Zero Project Impact Transfer team permission to share your responses with members of our selection panel.

Location: ([12.971893310547](#), [77.593688964844](#))

Source: GeolIP Estimation

