

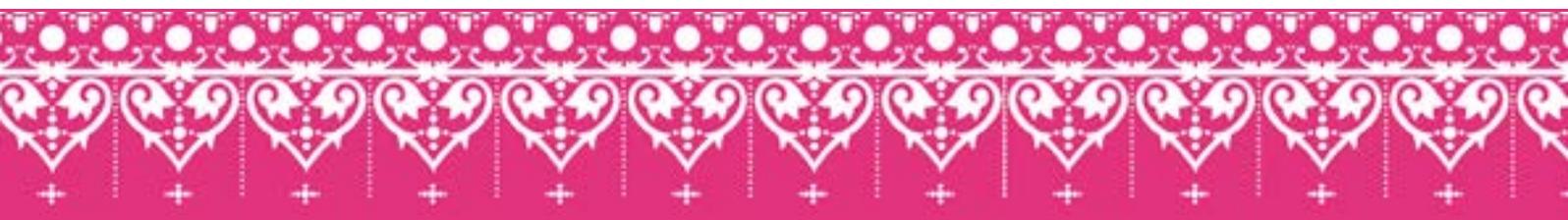
# ODISHA'S 100

INVESTMENT INSPIRATION IMPACT



[www.odishas100.nl](http://www.odishas100.nl)

**THE** **ZERO**  
**HUNGER**  
**PROJECT**  
NEDERLAND



A silent revolution is taking place in India: tens of thousands of illiterate women in rural areas are pulling their villages out of deep poverty. What can we in the Netherlands learn from these unlikely leaders? And what can we do to make their success inevitable?

Odisha's 100 is a network of hundred extraordinary and driven women. They want to empower these female leaders in India and together change the world. Odisha's 100 are jointly investing in a clear objective: to end hunger in Odisha, India.



# TAKE PART IN 5 STEPS

## 1 REGISTER

Go to [www.odishas100.nl](http://www.odishas100.nl). Once you are registered, you will receive your own Odisha's 100 scarf with your personal member number. You get access to a private LinkedIn-group and we will bring you in contact with the other Odisha's 100.

## 2 INVEST

By annually contributing € 5,000 for five years, you will support female leaders in Odisha during their five-year term in office. By securing this amount for five years, you invest in a tax-efficient way. Your entire donation is tax-deductible. It will allow female council members in Odisha to be trained and coached.

## 3 CONNECT

Meet the other Odisha's 100 during 4 network and inspirational events per year. Join our annual investors' trip to India for a big dose of fire in the belly. Get to know Odisha's revolutionary women, let yourself be inspired by their stories, and see with your own eyes how much impact you are making by being one of Odisha's 100.

## 4 IMPACT

We will keep you informed of the programme in India and regularly share results, stories and insights from Odisha as well as the Netherlands.

## 5 SPREAD THE WORD

The name speaks for itself: our objective is to gather a hundred members - this will ensure maximum impact. Each new member will get an individual member number, so that we can track our progress in achieving this objective. So share the story of Odisha's 100 in your own networks: together we are going for one hundred!



# THE INSPIRATION BEHIND ODISHA'S 100

**Henny Westland, CEO of Westland Kaas Groep B.V, visited The Hunger Project's India programme in 2016. "The people at The Hunger Project are real pioneers and that's what I am like too. The approach also makes sense to me: activating people so that they can put an end to hunger in their village, on their own steam."**

Henny was impressed by what she saw and heard in India. It confirmed to her that this is possible and that it works. Especially the stories she heard about strength, leadership and opportunities stayed with her. "Illiterate women from the lowest caste have a seat on the village council. They radiate such strength - they are determined, have huge stamina, and get results despite widespread corruption. It is really possible to make a difference as an individual, and that is so inspiring. This is why I want as many people as possible to hear about this, creating the same enthusiasm that I have to support these women and help them increase their impact."

By setting up Odisha's 100, we want to bring revolutionary women in India and the Netherlands together. To learn from each other, give each other inspiration, and join forces to end hunger. We want to show the strength and potential of the most unlikely leaders: female village councillors in India. We share what we learn from these champions, who individually move mountains, but together are unstoppable. We share difficulties and successes, and jointly take hurdles and face challenges. While paying attention to the strength and impact of female leadership in India - and the power of cooperation. With Odisha's 100 we want to embrace and extend this concept. And give you the chance to become part of something BIG. Because together we get more done.

“ One woman can make a difference,  
but together we can rock the world ”



“ If you think you are too small to make an impact,  
try sleeping with a mosquito ”

Dalai Lama



# INDIA

**1 IN 4** people in the world who experience hunger, live in India. Although India's economy is growing fast, not everyone reaps the benefit: each day, **194 MILLION** Indians do not have enough to eat, especially in rural areas. This happens despite hunger being the biggest solvable problem in the world.

There are enough **OPPORTUNITIES** to reduce hunger. The Indian government has taken the necessary steps and it all looks great on paper. Various **SCHEMES AND SUBSIDIES** are available to the very poorest, as long as you know your way around. From widow's pensions to housing subsidies, from job creation programmes to free school meals and food coupons.

The **VILLAGE COUNCILS** play an important role in this: they decide who is eligible for support. They analyse what the needs are, identify who is entitled to a subsidy or service, and chase things up.

On these village councils **50% OF THE SEATS** are reserved for women, to counter centuries of discrimination. A mind-boggling 1.3 million women in India sit on a village council. That's good news because women more often take action to benefit the entire village. They tend to prioritise food security, health care or schooling. This is how they determine local choices and arrange services for their village.

Or at least, in theory - things don't always work out this way in practice. Female councillors do not have much of a say. They lack knowledge, skills and opportunities. And as women, they are at the bottom of the ladder in India - they are not automatically taken serious. As a result of this inequality, combined with corruption and bureaucracy, subsidies don't end up in the right place. **THE SYSTEM IS BLOCKED.**

It's therefore time to unblock the system, and The Hunger Project believes that the **WOMEN ON THE VILLAGE COUNCILS ARE KEY** in this process. If we train female village councillors, they can develop into leaders. They can fulfil their mandate to the best of their abilities, pull the right strings, and secure a range of provisions for their village. Making clever use of existing government subsidies and ensuring that the system works for them. By making that system effective, transparent and accountable.

With the necessary courage, stamina, self-confidence and cooperative spirit, they achieve **REMARKABLE RESULTS**. They take on corrupt government officials and raise the disadvantaged position of women. That's how these **CHAMPIONS** improve life in their villages.

“Working the system”

# FEMALE LEADERSHIP

**Women play a crucial role in ending hunger. They are often responsible for food, not only in their own family, but in the entire community. But they do not always get a fair chance. Women have hardly any access to education, money or positions of influence. Much potential is left unused - 50% of society is not taking part.**

That's a shame because female leaders tend to put food security, education, health, corruption and social exclusion at the top of their community's agenda. A number of studies have shown that women invest more in social issues than men.

And they are less often involved in corruption. As soon as women feel empowered and emerge as leaders, the whole community benefits. They make all the difference for their children, family and village.

In India, men and women live in separate worlds. They mainly work on what they know and, as a result, have different priorities. This means that female councillors make different budget choices from male councillors and work on themes which are largely ignored by male councillors, such as schooling, water, health care and preventing sexual violence.



Nisha Dahayat,  
Village council chair in Khamriya

"In the past, women had to walk three kilometres to get clean water. Every day! In a mountain village that is a pretty long distance - it took so much time. That's why water was our first priority, and we got a result: thanks to our new water pumps, around 90 families now have easier access to clean water. This saves women loads of time."



Seema Saket,  
Village council chair in Padkhuri

"Why should I any longer be afraid to talk to officials? I am an elected leader, so I have the right. I submit my requests to the district and force them to listen to me. I ask my predecessors for their help and collect all information I need. No one is born knowing everything, there is no shame in having to learn how this works. Just give me time and then I can do anything."



# WHAT 1 FEMALE LEADER ACHIEVES



17 drop-outs  
back to school



2 baby clinics  
for 60 children  
including 6 children with severe malnutrition



Fair food support  
for 438 people



3 hand pumps  
1 pipeline



15 new houses  
18 houses electrified



600 metres of new road  
500 metres of new bridges  
7 community buildings  
for 1300 people



180 job creation projects  
for 50 people



40 actions to stop  
violence against women



340 pensions



25 toilets  
for 100 people



3 child marriages  
stopped



## Results of Renuka

from Namagondlu Gram Panchayat

Period 2010 - 2015

Population: 6200

25% living in poverty

To achieve maximum impact, The Hunger Project India is active in the most challenging and remote rural areas. Working with disadvantaged and vulnerable groups, where this is needed most.

Changing governance practice and power imbalance does not happen overnight and requires long-term investment: a cycle of at least five years per area.

By make an extra effort now, the end of hunger in India is coming much closer. And that is exactly what we want to achieve with Odisha's 100.

## WITH YOUR SUPPORT:

- we can double The Hunger Projects action radius in the state Odisha, where a new electoral cycle started in 2017;
- we can train twice as many female village councillors during their five-year term, so that they get the skills, power and self-confidence to take action;
- they can overcome barriers, unblock the system and make a difference for Odisha, having a positive impact on 720,000 people in rural areas;
- they can fight corruption and reinforce good governance, resulting in less poverty and hunger by using available subsidy schemes;
- we achieve a critical mass, enabling us to influence state legislation and get important themes such as food security and domestic violence on the political agenda;
- we make this local success inevitable at a national level as well, so that the approach becomes mainstream in India.

The more women join Odisha's 100, the greater our joint investment and impact. We support these women so that they can increase their impact and together we achieve real sustainable change. Let's end hunger in India.

“ I don't feel like a village councillor, but a great leader, like the prime minister! I learned that I am just as valuable as any other person. ”

Rajwanti Singh,  
councillor in Posta





Are you looking for inspiration, contact and impact?

Do you want to invest in a meaningful way and together make a difference?

If you do, join Odisha's 100

100 women

5.000 euro a year

5 years

Register at [www.odishas100.nl](http://www.odishas100.nl)

Or contact us via

[odishas100@thehungerproject.nl](mailto:odishas100@thehungerproject.nl)

or +31(0) 30 233 53 40

INVESTMENT    INSPIRATION    IMPACT

Caroline Glasbergen

"My personal view is that women can really make all the difference in the world. Taking part in Odisha's 100 therefore feels like a logical step for me and my company FITSHE. The whole FITSHE team are incredibly proud that we are allowed to contribute to the change that we so strongly believe in."





# THE HUNGER PROJECT

Odisha's 100 is an initiative of The Hunger Project Netherlands. The Hunger Project believes that our generation can end chronic hunger, once and for all. We don't see millions of mouths to feed, but millions of enterprising and resilient people. Because people suffering from hunger are not the problem - they are the solution.

That's why we invest in people. Make them aware of their own capabilities. And stimulate leadership, entrepreneurial spirit and cooperation - with a strong focus on women. Thus enabling people to take charge of their own lives.

The Hunger Project is active in 12 low-income countries in Asia, Africa and Latin America. We do this exclusively with local staff and with thousands of local volunteers. Our approach is so smart that the Dutch National Charities Test gives us the highest possible score for likely impact. And we at The Hunger Project see they are right every day. The end of hunger is in sight, and that's a good thing.



Photo credits:  
Anna Zhu  
Mark van Luyk  
The Hunger Project





It always  
seems  
impossible  
until it's  
done ”

Nelson Mandela

[www.odishas100.nl](http://www.odishas100.nl)