



# DRIVEN BY PURPOSE

IMPACT REPORT | SEPTEMBER 2023



# BEAUTY INSPIRED BY GOODNESS



Honasa Consumer Limited is the largest digital-first beauty and personal care company in India, with a diverse portfolio of purpose-driven brands. Uniquely positioned towards shaping the Beauty & Personal Care (BPC) market, Honasa Consumer is building brands through on-trend data-based innovations and strong omnichannel distribution.

**Honasa Consumer Limited is committed to serving its consumers and the society for a better tomorrow** through environmental and social initiatives that are an extension of the core proposition of its brands.

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## Our NGO Partners



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**Ghazal and Varun Alagh**  
**FOUNDERS' MESSAGE**

**COMMITTED TO POSITIVE CHANGE**

**We started our entrepreneurial journey to solve for a gap that existed in the market, but when we started building the brand proposition, we quickly saw the need to not only deliver top-notch products, but also positively impact the world. So, we built a portfolio of purpose-driven "Me & We" brands, each with a distinct impact woven into its very fabric. We strive for our brands to be remembered not just for the problems they solve, but for the lives they touch.**

At the heart of our mission lies a commitment to generate a positive change for our **consumers, communities, and shareholders**. At Honasa, beauty and doing good go hand-in-hand. **Trust, transparency, and sustainability are our cornerstones, guiding us towards continuous growth, learning, and collaboration** – all to amplify our impact on the world around us.

# ASPIRE'S IMPACT ASSESSMENT METHODOLOGY

## 1. REACH

Assessing scale of the intervention, and coverage of lives touched.

## 2. DEPTH

Assessing effectiveness of intervention and the quality of impact delivered.

## 3. INCLUSION

Assessing equitable access to opportunities and resources for people who might otherwise be excluded or marginalized.

## 4. SUSTAINABILITY

Assessing ability to maintain quality of impact delivery and their environmental impact.

Aspire Impact followed quantitative and qualitative methods collection to assess the impact of Honasa Consumer Limited's interventions. The stakeholders' feedback was sought & captured through in-depth interviews with the NGO partners and beneficiaries.

### **The Scope of assessment included:**

The Plant Goodness Initiative implemented by SankalpTaru Foundation  
October 2020 to July 2023

The Young Scientists Program implemented by Bhumi NGO  
October 2022 to March 2023

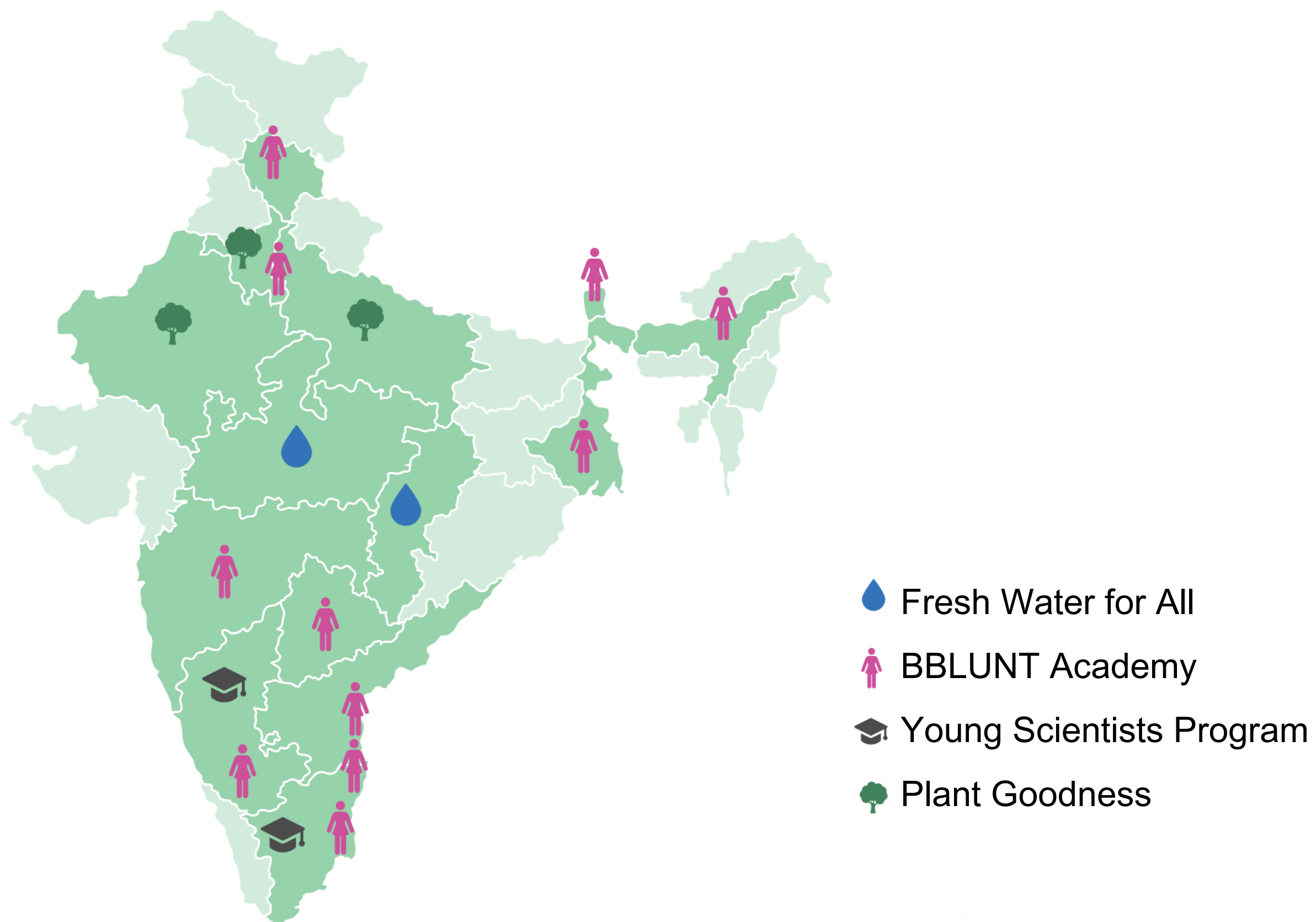
The Water for All initiative implemented by Watershed Organisation Trust  
December 2021 to March 2023

BBlunt Shine Academy implemented by Sambhav Foundation  
September 2022 to July 2023

# EXECUTIVE SUMMARY

Honasa Consumer Limited's commitment to purpose has led to four impactful interventions.

- The "**Plant Goodness Initiative**" under the **Mamaearth** brand promotes afforestation and farmer livelihoods, fostering sustainable coexistence with nature.
- The "**Young Scientists**" under **The Derma Co.** brand instills scientific understanding of climate change among school children, empowering them to become ambassadors of environmental sustainability.
- The "**Fresh Water for All**" mission under **Aqualogica** brand provides clean water access to remote rural areas, improving lives.
- The "**BBlunt Shine Academy**" under **BBlunt** empowers women through vocational training in hair styling, promoting skill development and financial independence.



## Pan India Reach

Covering 14 states and 2 Union Territories collectively.

The programs have a national presence across Assam, Chhattisgarh, Haryana, Himachal Pradesh, Karnataka, Madhya Pradesh, Uttar Pradesh, Rajasthan, Odisha, Tamil Nadu, Telangana, Maharashtra, Sikkim, West Bengal, Delhi and Puducherry.

# EXECUTIVE SUMMARY

The key highlights of the Impact created across these interventions are mentioned below:

## REACH

**581 farmers** across Haryana, Uttar Pradesh and Rajasthan empowered with livelihood opportunities.

**3500 acres** of land greened.

**500 households** and 2261 people across **3 villages in Madhya Pradesh and Chhattisgarh** connected with clean and safe drinking water.

**10K+ students** across **76 schools** in Chennai and Bengaluru experienced practical understanding of climate change.

**10K+ women across 11 states** trained and certified in the 'Foundation Course for Hair Styling'.

## INCLUSION

**34 women farmers** covered under the Plant Goodness Initiative.

**100% women beneficiaries** in the Fresh Water for All and BBlunt Shine Academy.

## DEPTH

**~500K fruit trees planted.** Farmers encouraged to adopt organic farming. Expected yield of **10000+ tons of fruit** giving a revenue potential of **INR 20 crore+ per year.**

**~400+hours saved, ~90% distance reduced:** Hardships faced by over 400 rural women in collecting water has been significantly reduced.

**76 climate change education sessions** were conducted. There was **42% improvement in the assessment scores** of the children who attended the sessions.

**6000 hours** of hair styling training delivered. **63% participants passed with Grade A.**

## SUSTAINABILITY

**500K tons of Oxygen** estimated to be released through 5 lakh trees over 20 years.

**250K tons of Carbon dioxide** estimated to be sequestered from 5 lakh trees over 20 years.



**5,35,877**

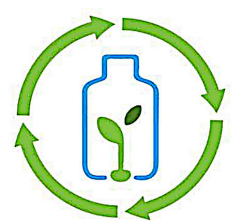
Trees Planted

**INR 20 CR+**

Economic Value

**10,000 +**

Tons of Fruit Production



**PROUDLY PLASTIC POSITIVE**

Mamaearth recycles more plastic than it uses

It recycled over 2400 metric tons of plastic waste in the year 2022-23



# GOODNESS INSIDE

Mamaearth, India's fastest-growing Beauty & Personal Brand, caters to the young aspirational, and conscious consumer. Its products are toxin-free, cruelty-free, and inspired by nature's goodness and ancient DIY wisdom. Its plastic-recycling and afforestation initiatives help heal the planet, one bloom at a time.



## TACKLING DEFORESTATION AND BRING INCOME OPPORTUNITIES TO FARMERS.

### INPUT

Saplings of fruit and fodder bearing trees.

### OUTPUTS & OUTCOMES

3500 acres greened; Potential created for 10,000+ tons of fruits per season

### ACTIVITIES

5 lakh trees planted; 581 farmers educated about agroforestry.

### IMPACT

Estimated: INR 20+ cr. p.a.; Carbon sequestration: 250k tons; O2 production: 500k tons



The **Plant Goodness** initiative was launched with the objective of tackling deforestation and bringing income opportunities to farmers. This initiative was implemented through **Sankalptaru Foundation**.

**REVENUE POTENTIAL OF INR 20 CRORES+ EVERY YEAR**

More than 20 varieties of fruits- and fodder-bearing trees such as guava, lemon, apple, and sweet lime have been planted to sustainably strengthen the livelihoods of rural farmers.

**SUSTAINABLE FARMING METHODS ENCOURAGED**

Farmers under the intervention were educated in-depth about sustainable methods like vermicomposting and drip irrigation.

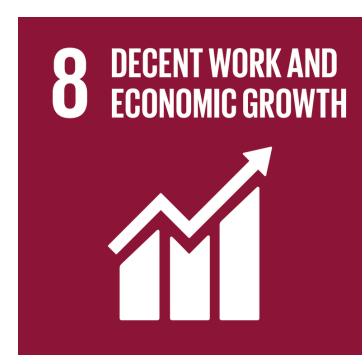
**5 LAKH TREES PLANTED**

95% survival rate under the Plant Goodness Initiative, 5 lakh fruit- and fodder-bearing trees have been planted in 3 states (Haryana, Uttar Pradesh, and Rajasthan), between October 2020 and July 2023.

**3500 ACRES GREENED**

Afforestation is a natural means of carbon sequestration i.e. the removal of CO<sub>2</sub> from the environment. 250,000+ tons of carbon is estimated to be sequestered and 500,000+ tons of oxygen is estimated to be produced over a period of 20 years.

**SDGs Covered**



# TESTIMONIAL

## These fruit trees are my life and my livelihood.

A production engineer by profession, I inherited my grandfather's agricultural spirit, yet I was keen to chart my own course in the corporate world. But when Covid-19 struck, I lost my job, along with many others. As luck would have it, I learnt about the Plant Goodness Initiative and became interested in organic farming.

A total of 1400 guava trees – Taiwan Pink and Hisar Safeda – were planted on my farm.

I was educated about how to make the best use of my resources.

For instance, sessions on drip irrigation and vermicomposting were quite insightful. Using drip irrigation, I can save a lot of water, & vermicomposting helps in maintaining soil productivity. This year, we plan to make vermicompost for my own use and to sell to other farmers as well!

Making the farm 100% organic will take time and effort. However, the rewards in terms of quality and income will be sweet!



**Navneet**  
**Mandothi, Rohtak, Haryana.**

# TESTIMONIAL

## This summer, I earned 6 lakhs from the sales of fruits.

When I retired from the army I was on the lookout for my next opportunity. I used to grow grains like wheat and bajra on the farm, but when I came to know about the Plant Goodness Initiative by Mamaearth, I took the opportunity to try fruit farming. Nurturing trees felt like raising children – challenging, yet deeply rewarding. I faced hurdles like pests and lack of proper knowledge, but timely guidance and the wisdom of organic farming brought my orchard to life.

Today, my trees bear 15-30 kg each season, translating into a sweet harvest of 6 lakhs this summer alone! Now my farm not only supports my family, but also attracts YouTubers eager to capture my journey. I actively share my expertise with fellow farmers, aiming to empower them in their agricultural pursuits.

With mother nature's blessings and a heart brimming with joy, this second career has blossomed into a life of purpose, and the journey continues.



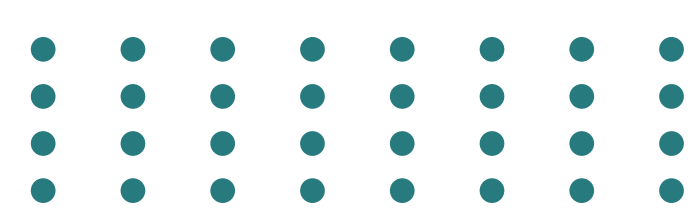
**Inderjeet Singh**  
**Shaharpur, Mahendragarh**  
**district, Haryana.**

**15,000 +**  
Students Engaged

**76 SCHOOLS**  
Bengaluru & Chennai

**+42%**  
Improvement in knowledge





# SKINCARE SOLUTIONS, SCIENTIFIC SPARKS

The **Derma Co.** is a science-driven skincare brand addressing skin issues using active ingredients in potent formulations. Beyond skincare, every purchase made on the website supports science education for underprivileged students, bridging the gap between theory and practical application. This initiative empowers children from underserved communities to dream big and equips them with the tools to realize those dreams.

## EMPOWERING YOUNG MINDS THROUGH THE POWER OF SCIENCE

### INPUT

456 hours of unique activity modules on climate change e.g. greenhouse effect.

### ACTIVITIES

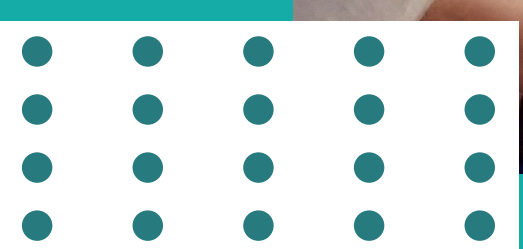
Practical workshops across 76 schools; Kits and material distributed; Pre and post assessments conducted.

### OUTPUTS & OUTCOMES

10000+ children engaged in science-based, practical, experiential learning.

### IMPACT

42% increase in assessment scores post intervention.





**The Young Scientists Program**, powered by The Derma Co, is an initiative aimed at empowering underprivileged children by providing them with high-quality practical science education. **This initiative is implemented through Bhumi NGO.**

### 10,000 STUDENTS ACROSS 76 GOVERNMENT AIDED SCHOOLS

From October 2022 to March 2023, 10,655 students across 76 schools in Bengaluru and Chennai were taught about topics like Greenhouse Effect, the food chain, the impact of pollution on aquatic animals, ocean acidification etc. through experiential learning aids.

### COMMUNITY CONNECT

150+ volunteers who dedicated 456 hours in total were engaged to deliver the modules to the children.

### EMPOWERING CHILDREN WITH SCIENCE

As per the UN SDG Report 2022, rising global temperatures continue unabated, leading to more extreme weather. The Derma Co. sponsored the 'Young Scientists program' to create practical knowledge about climate change and spark scientific curiosity among school students.

### AWARENESS SCORES INCREASED FROM 2.79% TO 4.28%

The students were given kits and materials to understand the module by conducting experiments. The average score improved from 2.79 pre-program to 4.28 post program indicating a 42% increase in knowledge about the topic.

### SDGs Covered



# TESTIMONIAL

## Empowering children to tackle climate change

It's been a year since I shifted to Chennai from West Bengal to teach. And I can already feel the effects on climate after the change of cities – every fourth day there is unpredictable rain. With the young scientist program, I too got to experience the scientific perspective of climate change. This program is the first practical program conducted at this school. The impact of the program was felt when I saw the students displaying curiosity and eagerness to act.

The students in my class came up with the idea of segregating biodegradable and non - biodegradable waste because they understood the importance of waste segregation. Awareness around climate change is the need of the hour, and what's better than the practical hands-on experience? The curiosity among the students is what excited me the most. I felt really happy to see the students engage in the sessions. My wish is for many more such interventions with the bright, young minds in the school.



**Swagata**  
**Teacher, Chennai**



# TESTIMONIAL

## Practical learning leads to impactful change

My heart has forever changed after teaching students through the Young Scientist Program. I went to a school where we had to ask our teachers for permission before using the science lab. I was overjoyed when the children were given a chance to learn about such an important topic through practical exposure. The course aims to cover climate change, the Greenhouse Effect, the food chain, etc. with the help of real-life experiments that have tremendously impacted the students.

Through this program, I have also learned the importance of saving the planet. Although, I am taking small steps – for instance, I make sure to use my bicycle whenever I need to travel locally.

I remember a few children coming up to me after the sessions to hug me. They enjoyed it so much that they hugged me and at that moment I realised the importance of teaching. I feel grateful for this opportunity that is given to me by this program.



**Vignesh Mariappan**  
**Volunteer, Bhumi NGO**

# Aqualogica<sup>®</sup>

## FRESH WATER FOR ALL

**500+ HOUSEHOLDS**

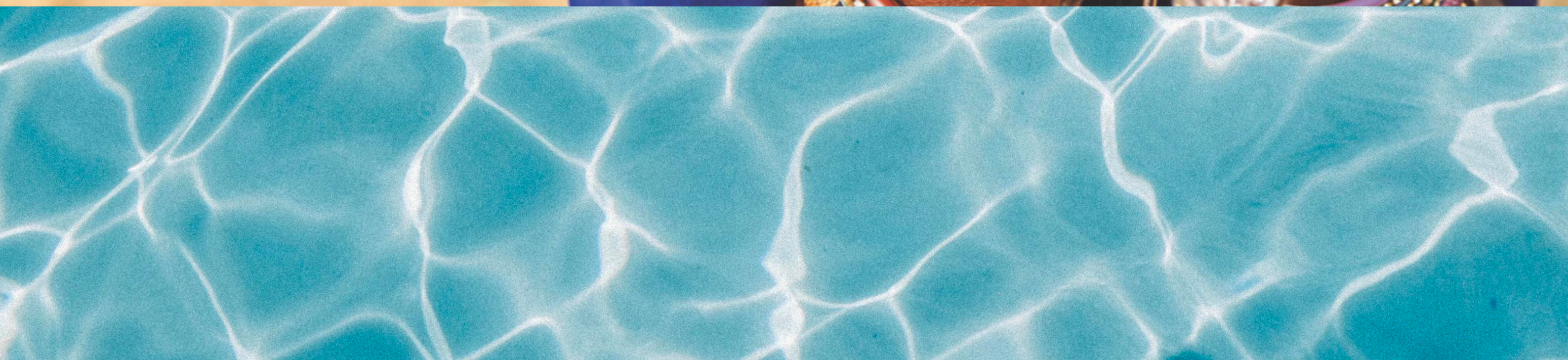
Have Access to Potable Water

**400+ HOURS**

Saved Daily

**100% WOMEN**

Focused Interventions



# Aqualogica®

## FRESH WATER FOR ALL

**Aqualogica, an Indian hydration-based skincare brand**, refreshes skin with science-backed formulas and light, gel textures that are perfect for our climate. Aquaporins and fruit extracts deliver ultimate hydration, while each purchase brings clean water to remote communities. Fresh skin, fresh hope, one drop at a time.

### PROVIDING ACCESS TO CLEAN AND SAFE DRINKING WATER IN REMOTE PARTS OF INDIA

#### INPUT

Need assessment, technical know-how.

#### ACTIVITIES

Installation of water tanks in 4 villages; community mobilization.

#### OUTPUTS & OUTCOMES

500 households have easy access to clean and safe drinking water.

#### IMPACT

400+ hours saved daily; time saved in collecting water is used for earning income, childcare, household work.





**The Fresh Water for All** initiative by Aqualogica was launched with the objective of making clean, safe drinking water accessible to rural households. This initiative is implemented through **Watershed Organisation Trust.**

**WOMEN EMPOWERED WITH MORE TIME FOR CHILD CARE GENERATION**

It would take women in the villages at least 1 hour to collect water every day. Today, it takes them less than 10 minutes. This frees up their time to be able to focus on taking care of their children, tending to the farm and cattle, and taking up livelihood opportunities.

**CLEAN AND SAFE DRINKING WATER MADE ACCESSIBLE TO 500 RURAL HOUSEHOLD**

Between December 2021 and July 2023, water tanks have been installed in 3 villages in the Mandla and Dhar districts in Madhya Pradesh, and 1 village in Korea district of Chhattisgarh.

**COMMUNITY MOBILISED, AWARENESS CREATED**

A committee of villagers was chosen as a part of the Village Development Council to drive the initiative and instill a sense of ownership within the local population. Villagers were mobilised to participate in the building as well as the maintenance of the project.

**SDGs COVERED**



# TESTIMONIAL

## From 100 minutes to 100 steps

We live in a family of 8. The responsibility of all household work falls on the women. Water is indispensable for our daily chores, and it is needed first thing in the morning. Our routine used to involve a laborious one-hour journey to fetch water, regardless of the weather; be it pouring rain or scorching summer. The long water-fetching trips used to make our children late for school and also took a toll on our health.

No one had thought of providing a solution to the water problem – not the panchayat or the villagers, not even us women ourselves. Now, with a water tank installed by Aqualogica just 100 steps away, I can take care of the children, prepare their meals, and ensure they're off to school on time. This has brought immense relief to our lives. There have also been economic benefits, as I can now contribute more time to farming, and take on additional work through MGNREGA. We see God's blessings in this initiative.



**Urmila Devi**

**Thanamgaon Ryt, Mandla  
District, Madhya Pradesh.**

# TESTIMONIAL

## Jal hai toh jeevan hai

Water accessibility was a major issue for the women of the village. They would have to carry water on their heads and walk for over a kilometre every day. The Fresh Water for All Initiative has brought fresh water supply closer to the villagers' homes. To manage the project smoothly, we formed a Village Development Committee, which had representatives from various socio-economic sections of the village.

The mohalla with the direst need was selected. The villagers' help was sought to inculcate a sense of joint ownership. The project helped in building community engagement as they contributed time and labour to the cause.

The benefits of a water tank are felt deeply, especially by women. Other than the obvious benefits of reduced distance, a noteworthy improvement has been the ease of managing water requirements of cattle. The time saved by women is utilized in earning additional income, so the water tank has benefitted the villagers economically too.



**Dharmendra Kurram**  
**Village Development Council**  
**Member, Thanamgaon, Ryt MP**

# BBLUNT

SALON LIKE HAIR

## SHINE ACADEMY

**10,000+**

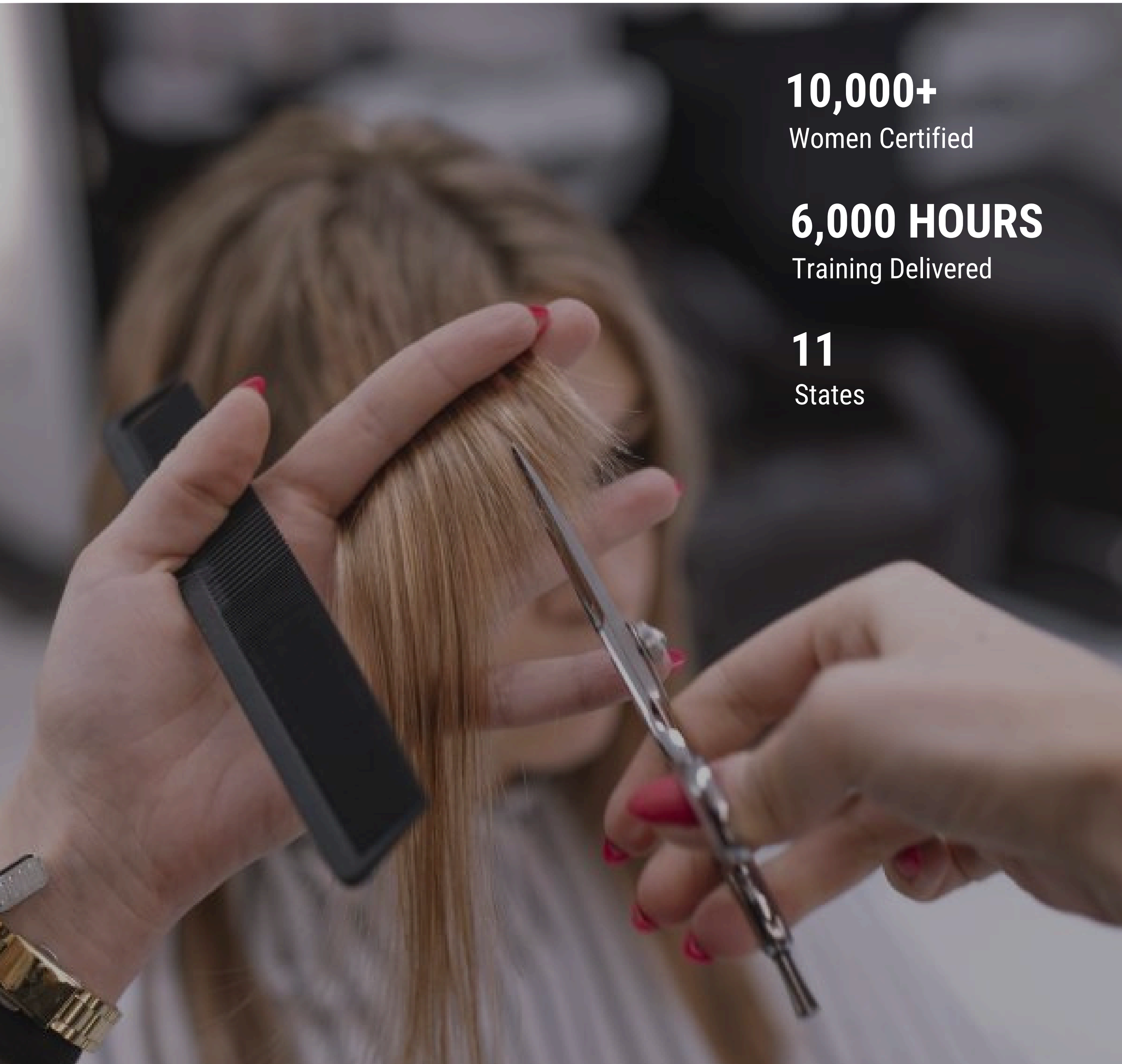
Women Certified

**6,000 HOURS**

Training Delivered

**11**

States



# BBLUNT

SALON LIKE HAIR

## WEAVING STRANDS OF INDEPENDENCE

**BBLUNT is about getting luxurious, salon-quality hair at home** (think soft, shiny, and pollution-defying). Its 'Shine Academy' initiative empowers women from underprivileged communities through hairdressing training, opening doors to financial independence and brighter futures. It's more than just haircare; it's a catalyst for change.

### GENERATING LIVELIHOOD OPPORTUNITIES FOR WOMEN

#### INPUT

Online + offline course on hair styling; 12 master trainers

#### ACTIVITIES

240 batches conducted; 6000 hours of training

#### OUTPUTS & OUTCOMES

10000+ women across 11 states enrolled for the course

#### IMPACT

10,051 women certified







**The BBlunt Shine Academy** offered a fully sponsored program to help women across the nation acquire skills needed in the hair styling industry. This initiative is implemented through **Sambhav Foundation**.

### STRUCTURED CURRICULUM DELIVERED BY EXPERIENCED TRAINERS

Course participants included freshers and professionals who enrolled from 11 states, across both metro and non-metro cities. A structured curriculum that included topics like hair science, hair-colouring, hair cutting, styling, and client interactions and consultations, was delivered by a team of 12 experienced trainers.

### BBLUNT – ENABLING LIVELIHOODS THROUGH A FOUNDATION COURSE IN HAIRSTYLING

There is significant demand for trained and skilled professionals in the beauty and wellness industry. BBlunt, in collaboration with the Sambhav Foundation, offered a 25-hour hairstyling course through online and offline modes.

### POTENTIAL FOR EMPLOYMENT CREATED FOR OVER 10,000 WOMEN

A majority of the participants demonstrated a good understanding of the theoretical and practical skills imparted – 63% of the women received Grade A certification. The course laid the foundation for the women to take up self-employment or employment with salons.

#### SDGs covered



# TESTIMONIAL

## A solid foundation in hairstyling techniques

I come from a family of seven.

My father is the sole breadwinner, making a living repairing chairs. Recently, I passed my 12th standard, and aspire to become a beautician one day. My choice to pursue a career as a beautician is driven by the practical experience and training I received. I attended the sessions in person and found them highly insightful. I had the chance to work with different hair types and learnt to create stunning looks that suit individual preferences and personalities.

The guidance and mentorship from the experienced instructors at BBlunt was the highlight of the course. They provided me with invaluable knowledge, fostering in me the belief that I have the potential to excel in this field. I am now working at a salon. Directly engaging with clients and creating hairstyles for them brings me joy. My sole focus is currently on honing my craft and cultivating the necessary skills required for success in this industry.



**Rashmi**  
**Hisar, Haryana**

# TESTIMONIAL

## Financial independence at 19 years

I'm 19 years old, I live in Hisar. I'm currently pursuing F.Y. B.A. and also working at a salon. My mother is a housewife and my father is a small shop owner. Being the oldest child in a family of simple means had a profound impact on me. I know the importance of financial independence. Some of my friends told me about the Foundation Course in Hair Styling being offered by BBlunt Shine Academy. Before doing the course I had not thought about a career in the beauty industry.

But I learned so much during the course that I feel that I can make my career in this business, and maybe even open my own salon one day. I learned about hairstyling, including how hair chemicals work, various haircuts, and various hairstyles. Despite not having any prior experience, I found a job at a salon within a month of the course's completion. I feel incredibly proud to say that I paid my college fees from my first salary! I have gained financial independence, which helps me take care of my own expenses and also support my parents.



**Himani**  
**Hisar, Haryana**



## **ACKNOWLEDGEMENTS**

Honasa Consumer Limited deeply grateful to its implementation partners – Sankalpataru Foundation, Watershed Organisation Trust, Bhumi NGO, Sambhav Foundation for their support in curating and executing the programs. The foundation also thanks Arvind Sridharan, Jyoti Chadha, Shivangini Piplani from Aspire Impact, for their contribution in putting together this report.