



Promoting **Green Livelihoods & Sustainable Communities**
in the **Indian Himalayas**

Our Vision

An India where Himalayan communities are socially, economically, and environmentally sustainable.

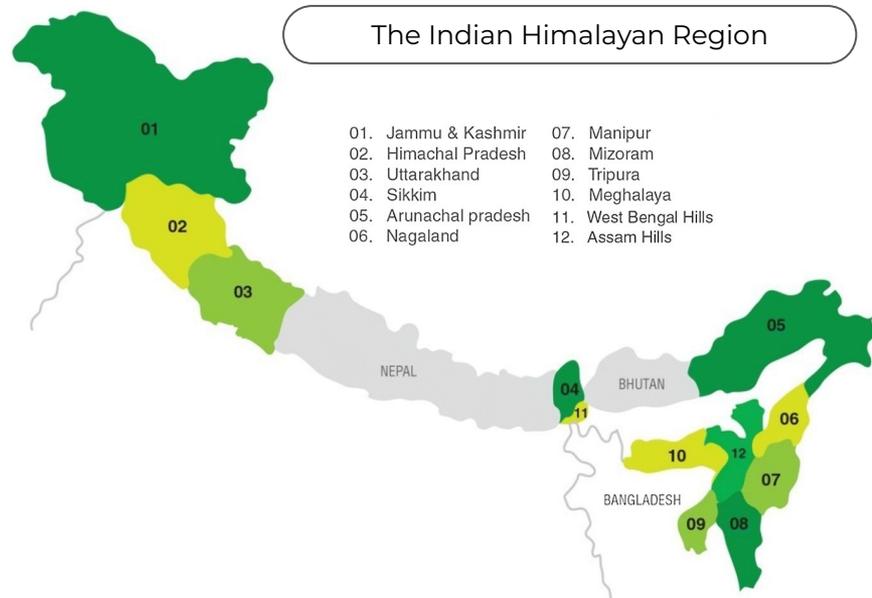


Mumkin is a non-profit initiative to revive and empower communities of farmers and artisans in India's Himalayas by promoting green and sustainable livelihoods.



Himalayan Issues We Aim To Address

- Climate change and water shortages are impacting seasonal agriculture, and communities are **losing consistent livelihoods and increasing in debt.**
- Enterprising farmers, producers and artisans with low marketable output have **little support to diversify or expand to urban and export markets.**
- Communities are abandoning thousands of farms and villages to migrate to cities, deepening their **loss of local knowledge on agriculture, handicraft, & rural living.**



Our Sustainable Business Approach

We aim to promote better livelihoods with indigenous knowledge on local agriculture, art & handicrafts by:

- **Training enterprising rural women and youth** to make marketable indigenous eco-friendly products.
- **Developing value-added agri-tourism and rural immersion** by linking local entrepreneurs with capital, assets, and upskilling to attract visitors.
- **Building online market presence & onsite experiential places** to link Himalayan products & services with urban Indian markets and exporters.



Phased Implementation of Livelihood Options



Pilot Phase 1: 2023 onwards

Experiential Learning
& Rural Immersion



Climate-Resilient
Agro-Products



Pilot Phase 2: 2024 onwards

Handicrafts &
Eco-Friendly Products



Community-Centric
Agri-Tourism

Phase 3: Consolidation of all livelihood verticals, 2024 onwards

Our Goals for Community Impact



NATIONAL HERALD



| GENDER

Kumaoni women, unsung heroines of the Hills; Reminiscent of social universe that doesn't exist anymore

Due to Heavy recruitments into British and Indian armies and an exodus towards plains for livelihood, it was left to the women to maintain agricultural lands and care for the old and the young



Photo Courtesy: Twitter

- **Empowering Himalayan women** to utilize & promote indigenous knowledge of agriculture & handicrafts.
- **Improving climate-change resilience** through knowledge-sharing on sustainable agriculture.
- **Bridging the economic inequality gap** urban-rural demographics by diversifying livelihood opportunities beyond seasonal agriculture.
- **Promoting and increasing reverse-migration** amongst enterprising youth to revive their Himalayan villages.



The Mumkin Team



Avinash P. Singh



Bhuwan Kapri



Pragati Sadana



Sonali Mishra



Mani Mahesh Arora



Christina Omlin



Strength in Diversity

- 70+ Years of collective work experience
- Careers spanning:
 - Social entrepreneurship & non-profits
 - Sustainable business development
 - Agri-tourism business expansion
 - Livelihood training & workshops
 - Strategic partnership building
 - Communications & mass media



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