



**DBSSS**

**DON BOSCO SOCIAL SERVICE SOCIETY**

*Educate. Empower. Elevate.*

[www.dbsss.org.com](http://www.dbsss.org.com)



# About Us – “Our Journey and Commitment”



Don Bosco Social Service Society (DBSSS) is a charitable, non-profit institution run by the Salesians of Don Bosco, registered in 1973 and serving Pulianthope, North Chennai for over 50 years. We exist to ensure the urban poor can live with dignity and opportunity.

We work with women, transgender persons, youth at risk, adolescent girls, children and elders regardless of caste, creed or religion through a “cradle to grave” approach. Our legacy includes disaster relief, adult literacy, child-labour rehabilitation, SHGs and micro-credit, skill training, health support and the construction of 1,000+ fire-proof homes. Today we scale community-led development using partnerships and sustainable practices.



## Vision

A society where every person from marginalized communities lives with dignity enabled by education, health and well-being, decent livelihoods, democratic participation, ecological responsibility, and sustainable development.

## Mission

Empower communities through inclusive services in education, healthcare and livelihoods; strengthen rights and social justice through advocacy and legal awareness; and build resilient, self-reliant neighbourhoods via skill development, research, innovation, and community-led action.



# Core Challenges Faced by Urban Marginalized Communities



Limited Access to Quality  
& Continuous Education



Inadequate Healthcare  
Access & Awareness



High Unemployment Among  
Women & At-Risk Youth



Social Exclusion of Elderly &  
Differently-Abled Persons



Environmental Degradation  
Impacting Livelihoods & Health

## Why an Integrated Community-Led Solution is Critical

Urban poverty is multidimensional. Long-term impact requires a holistic, rights-based, and life-cycle approach integrating education, health, livelihoods, legal aid, and ecological responsibility driven by community participation and sustainable partnerships.

# Integrated Community-Led Solutions by DBSSS



## Holistic Education & Skill Development

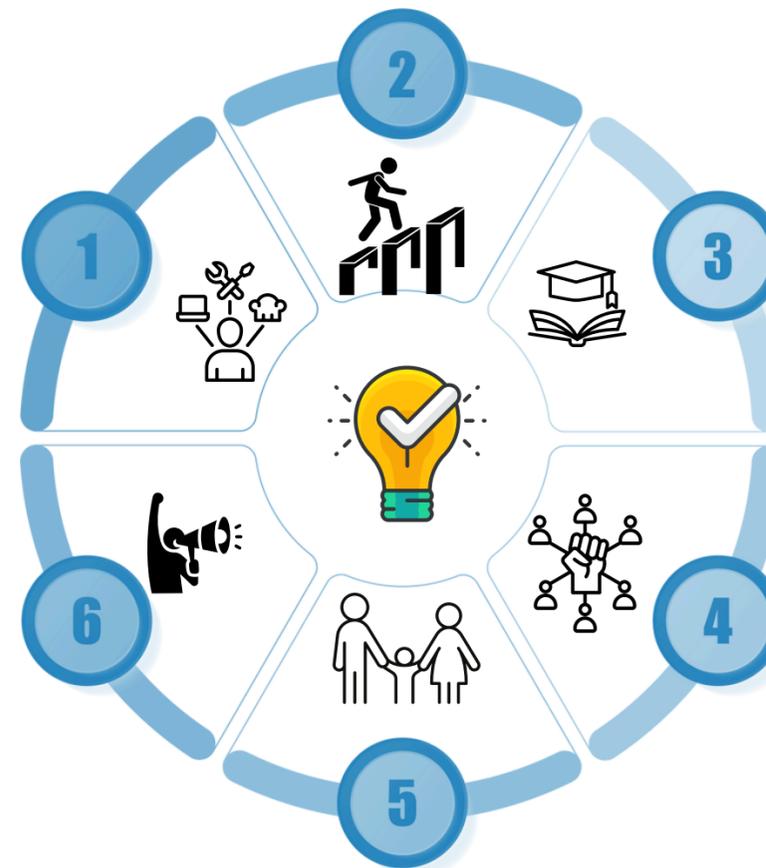
Access to vocational training, typewriting, tailoring, photography, and soft-skills programs to improve employability and reduce dropout rates.

## Community-Based Healthcare & Well-Being

Weekly health check-ups, free medicines, mental health counseling, and preventive health awareness in partnership with medical agencies.

## Youth Leadership & Employment Pathways

Career guidance, computer education, entrepreneurship mentoring, and leadership training to create job-ready and confident youth.



## Women-Centric Livelihood & Financial Inclusion

Formation of SHGs, micro-credit linkage, women-run garment units, and e-auto livelihood programs to ensure stable income generation.

## Inclusive Social & Legal Support Systems

Legal aid, rights awareness, and advocacy support for women, migrants, transgender persons, and informal workers.

## Sustainable & Eco-Responsible Community Development

Promotion of environmental awareness, climate-responsive practices, and community participation for resilient urban neighbourhoods.

# Program Highlights – DBSSS



## Technical & Vocational Education

Skill training in typewriting, stenography, tailoring, and photography to improve employability.



## Women Empowerment & Livelihood

SHGs, micro-financing, garment units, and E-Auto livelihoods for sustainable income.



## Youth Development & Capacity Building

Leadership, soft skills, computer training, entrepreneurship, and career guidance.



## Cultural & Physical Empowerment

Silambattam training to build confidence, discipline, and fitness.



## Health & Well-Being

Weekly free check-ups, medicines, health camps, and mental wellness support.



## Social Awareness & Rights Engagement

Rights awareness, empowerment workshops, and community advocacy.



## Education & Student Engagement

Internships and fieldwork for social work students.



## Research & Development

Community research and evidence-based planning for impact

# STP Analysis & Market Potential



## Segmentation

- Urban poor communities in Chennai slums facing poverty, poor education, and health gaps
- Women, transgender persons, youth at risk, elderly, and migrant workers
- CSR, Government missions, NABARD, and institutional donors supporting urban development

## Targeting

- Primary: Women, youth, children, and transgender persons from marginalized urban communities
- Secondary: Elderly, persons with disabilities, migrant workers, and informal labour groups

## Positioning

- **A trusted, 50+ year community-rooted social service organization** delivering cradle-to-grave development through education, health, livelihoods, rights advocacy, and sustainability.

## Unlocking India's \$98B+ Social Impact & Welfare Market

The NGO & Charity Sector in India is projected to grow from **\$331.4B in 2024** to **\$353.2B by 2025** at a **CAGR of 6.6%**.

### Key Market Insights

**\$353.21B NGO Market by 2025**

**6.6% CAGR Growth Rate**

**Rise in Corporate Partnerships**

### Key Sectors

**Education & Skill Development**

**Rural Healthcare & Sanitation**

**Sustainable Livelihood & Entrepreneurship**

But How?

Source: <https://www.researchandmarkets.com/reports/5939771/ngos-charitable-organizations>

# Unique selling points



## 50+ Years of Proven Grassroots Impact

Deep-rooted presence with consistent community trust and long-term outcomes.

## Cradle-to-Grave Development Approach

Integrated support across education, health, livelihoods, and social protection.

## Women-Led & Inclusive Model

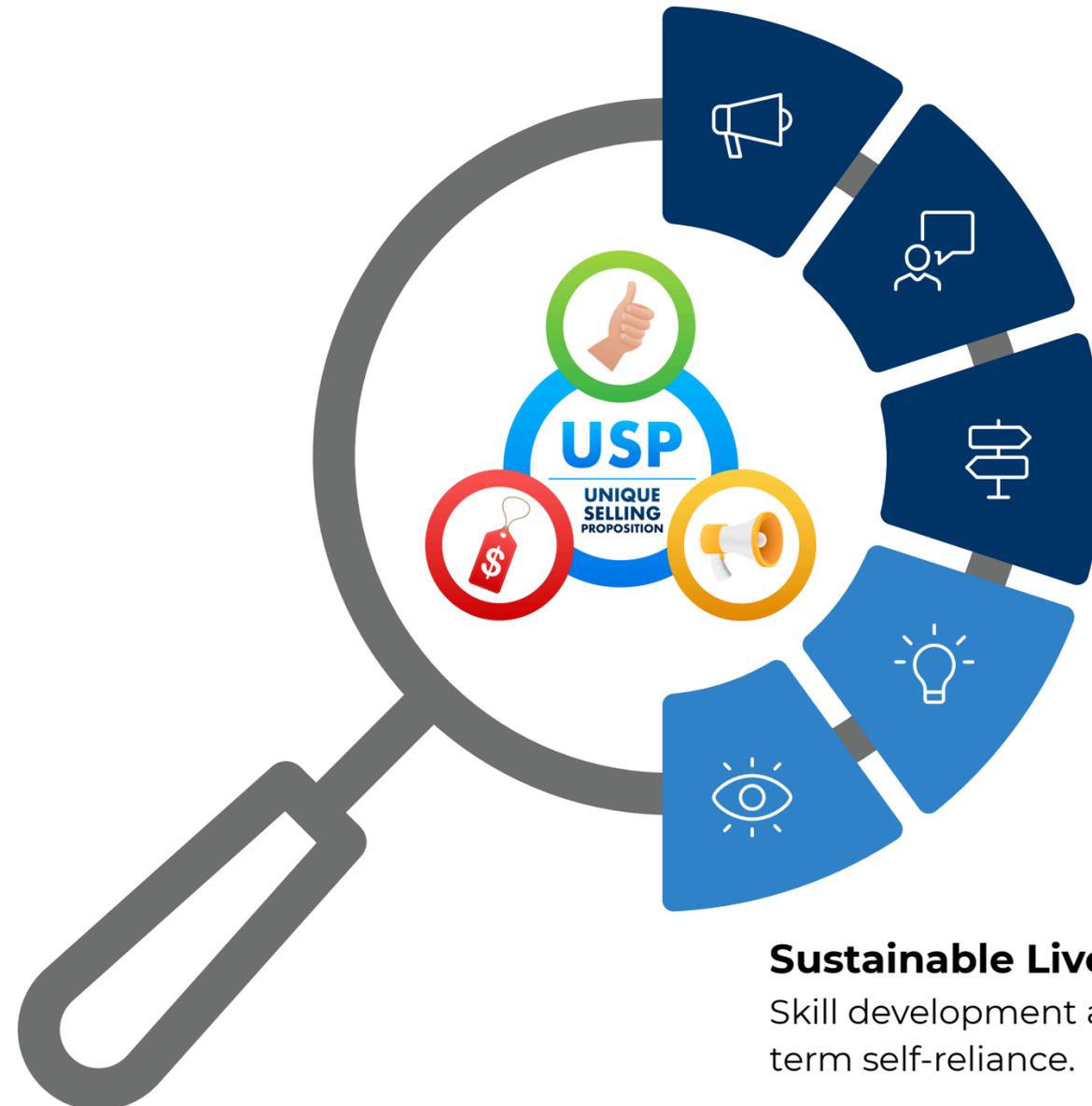
Strong focus on women, transgender persons, and marginalized groups.

## Strong Institutional & CSR Partnerships

Proven collaboration with NABARD, corporates, and government programs.

## Sustainable Livelihood-Centric Focus

Skill development and income generation ensuring long-term self-reliance.



# Competitive Analysis



Parameter	DBSSS	Local NGOs	Government Programs	CSR Implementation Partners
<b>Years of Experience</b>	50+ years of continuous grassroots work	5–15 years	Policy-driven, tenure-based	Project-based
<b>Community Trust</b>	Deep, multi-generation trust	Limited to project areas	Moderate	Moderate
<b>Program Approach</b>	Cradle-to-grave, holistic model	Single-issue focused	Scheme-oriented	Outcome-driven
<b>Women &amp; Inclusion Focus</b>	Strong focus incl. women & transgender persons	Limited	Moderate	Selective
<b>Sustainability &amp; Livelihoods</b>	Skill-linked, income-generating	Short-term support	Subsidy-dependent	KPI-based
<b>Research &amp; Impact Measurement</b>	Evidence-based planning	Minimal	Policy metrics	Reporting-oriented
<b>Flexibility &amp; Speed</b>	High community-level adaptability	Moderate	Low (bureaucratic)	Moderate
<b>Local Presence</b>	Permanent presence in urban slums	Intermittent	Administrative	Project-based

# Revenue Generation Strategy



## Community-Based Revenue

### Donations & Philanthropy

Support from individual donors, alumni, faith-based contributors, and philanthropies for education, health, women empowerment, and welfare programs.

### CSR & Institutional Partnerships

Funding from corporates, government departments, NABARD, and development agencies for long-term social projects.

## Revenue Model

## Value-Added Revenue

### Sponsorships & Fundraising Drives

- Revenue through sponsored health camps, awareness programs, cultural events, and social campaigns.

### Vocational & Training Programs:

- Nominal fees from skill development, tailoring, typewriting, and professional training programs to ensure sustainability.

***A blended, transparent funding model combining donations, CSR grants, and value-added services to ensure financial sustainability and scalable social impact.***

# Legacy & New Frontiers of DBSSS



Area	Key Initiatives & Impact
<b>Disaster Relief (Since 1973)</b>	Annual flood & disaster relief through food and essential supply distribution.
<b>Women Empowerment</b>	Maadhar Sangams enabled women leadership; closed 2 TASMACHOP shops and addressed social issues.
<b>Community Mobilization</b>	Civic petitions resolved local governance issues in Ambedkar, Nehru & Sastri Nagar.
<b>Education Awareness</b>	Campaigns increased school enrolment and reduced dropouts.
<b>Health Awareness</b>	Programs on chronic & lifestyle diseases improved preventive care.
<b>Savings &amp; Financial Inclusion (1980s)</b>	Community savings scheme with interest promoted financial stability.
<b>Vocational Training (Since 1980s)</b>	Tailoring & skill training enabled women's self-employment.
<b>Medicinal Dispensary (1988–2000)</b>	Low-cost healthcare for women & children; medicines capped at ₹80.
<b>Housing Development (1990s)</b>	Built 1,000+ fire-proof houses for slum families.
<b>Adult Literacy (1991–1994)</b>	Arivoli Iyakkam engaged 120 volunteers, improving literacy.
<b>Livelihood Linkages (Post-2001)</b>	NABARD-SHGs & government welfare convergence.
<b>DESH Project Recognition</b>	Awarded II Place for effective community impact.

Cleanliness & Environment	Rallies & street plays promoted hygiene and sanitation.
<b>National Child Labour Project (1998–2013)</b>	1,800 children rehabilitated through education; Best Teacher Award received.
<b>Pre-School Program (1998–2020)</b>	Affordable early education with gradual fee model.
<b>Children's Centre (1993–1998)</b>	Half-day schooling supported 600 children.
<b>House Counselling (2001–2003)</b>	Mental health & family counselling services.
<b>NULM Program (2016–2023)</b>	SHG formation, ₹10,000 subsidies, women livelihood support.
<b>Women, Youth &amp; Child Programs (2017–2021)</b>	Free tuition, relief distribution & career guidance.
<b>Mobile Medical Services</b>	Doorstep healthcare for elderly with HelpAge India.
<b>Alcohol De-addiction Awareness</b>	Community campaigns reducing alcohol dependency.
<b>New Skill Programs (2023–Ongoing)</b>	Typewriting & tailoring for enhanced employability.
<b>Academic Support (2024–Ongoing)</b>	Free Class 10 tuition to improve student performance.

# On-Going Program Highlights – DBSSS



## Skill & Vocational Training

Typewriting, stenography, tailoring, garment unit, and photography training.

## Youth Development

Leadership, soft skills, computer courses, entrepreneurship, career mentoring.

## Health & Wellness

Weekly check-ups, free medicines, health camps, counseling support.

## Legal Aid

Free legal guidance, awareness camps, referral services.

## Research & Innovation

Community research for need-based, sustainable development.



## Women Livelihoods

SHGs, ₹4.64 Cr micro-finance, E-Auto livelihoods, women-led enterprises.

## Cultural & Physical Growth

Silambattam training for confidence and fitness.

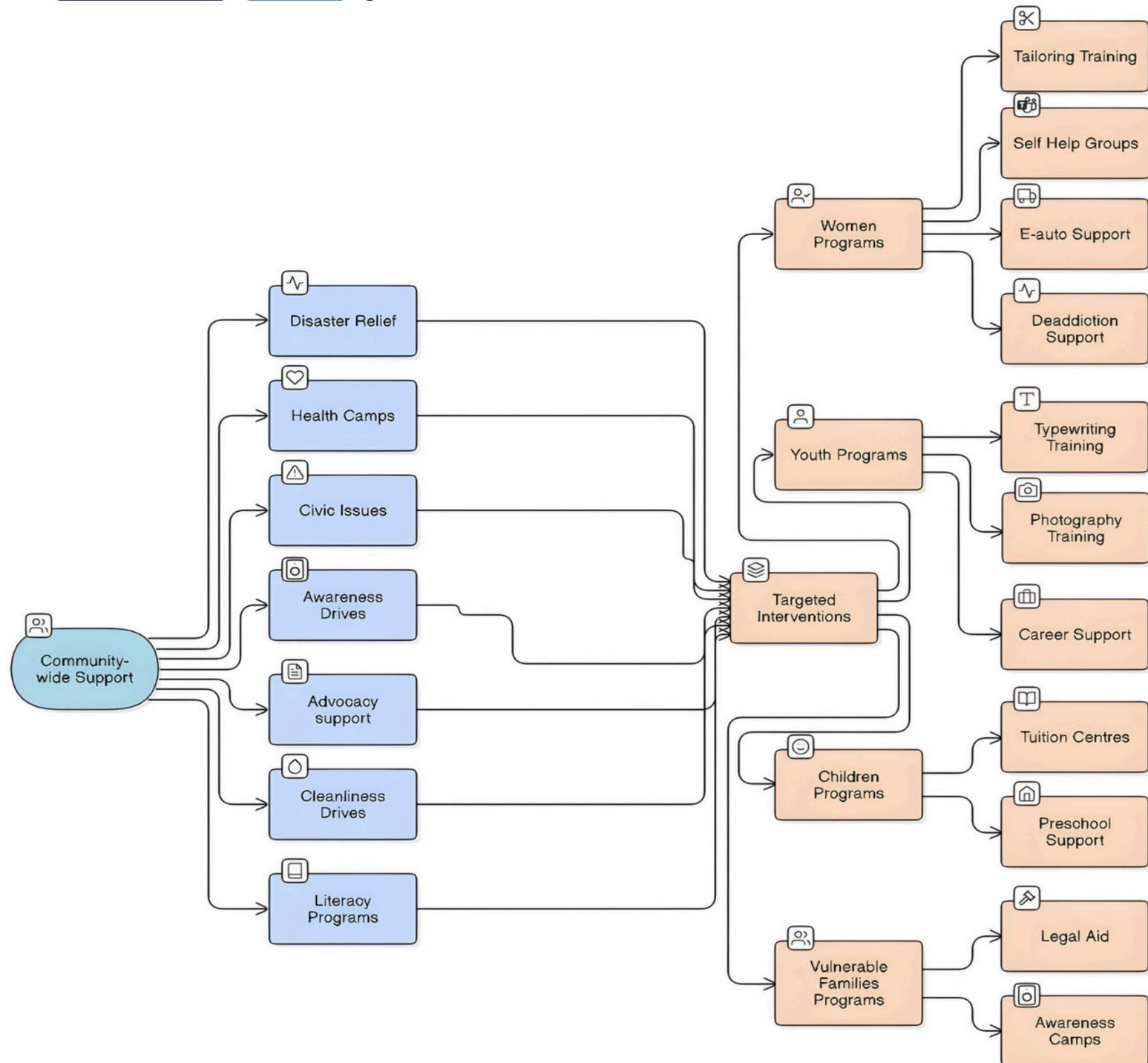
## Rights & Social Awareness

Gender, education, labour rights awareness and advocacy.

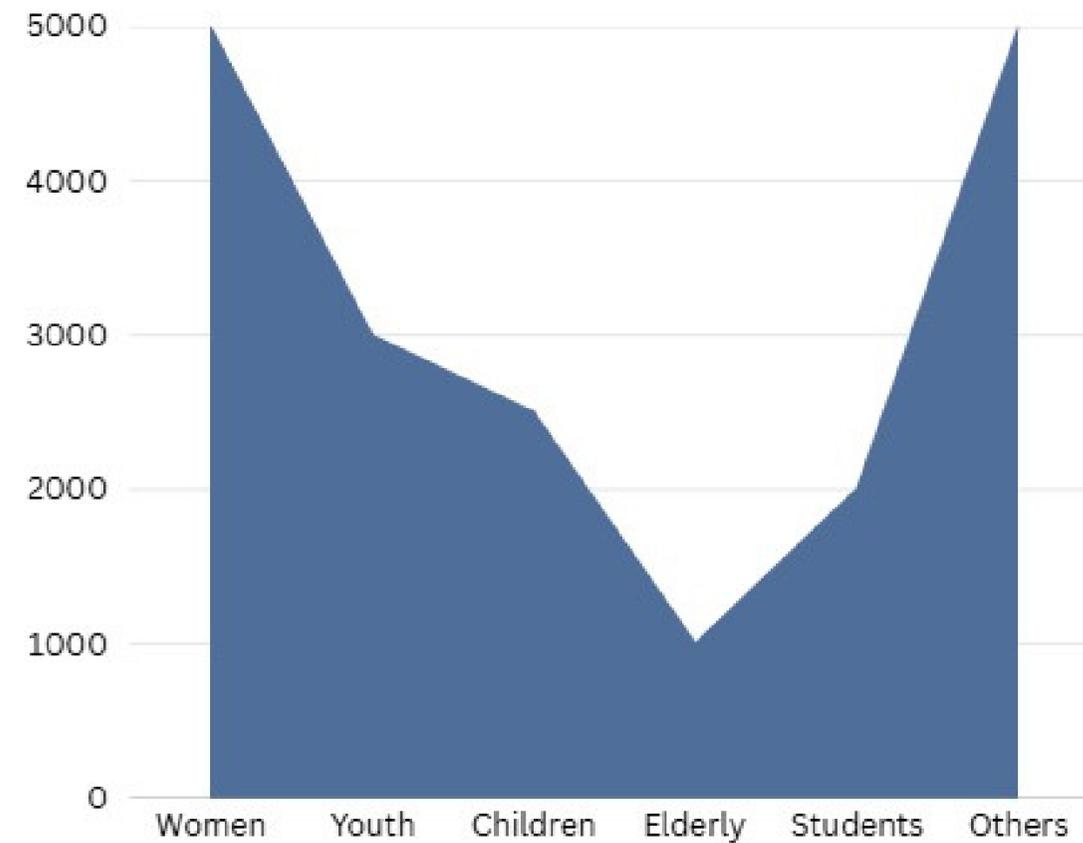
## Student Engagement

Fieldwork and internships for MSW and humanities students.

# Need Based Interventions



**DBSSS Direct Beneficiaries of Past 5 years**



## DBSSS Indirect Beneficiaries of Pulainthope

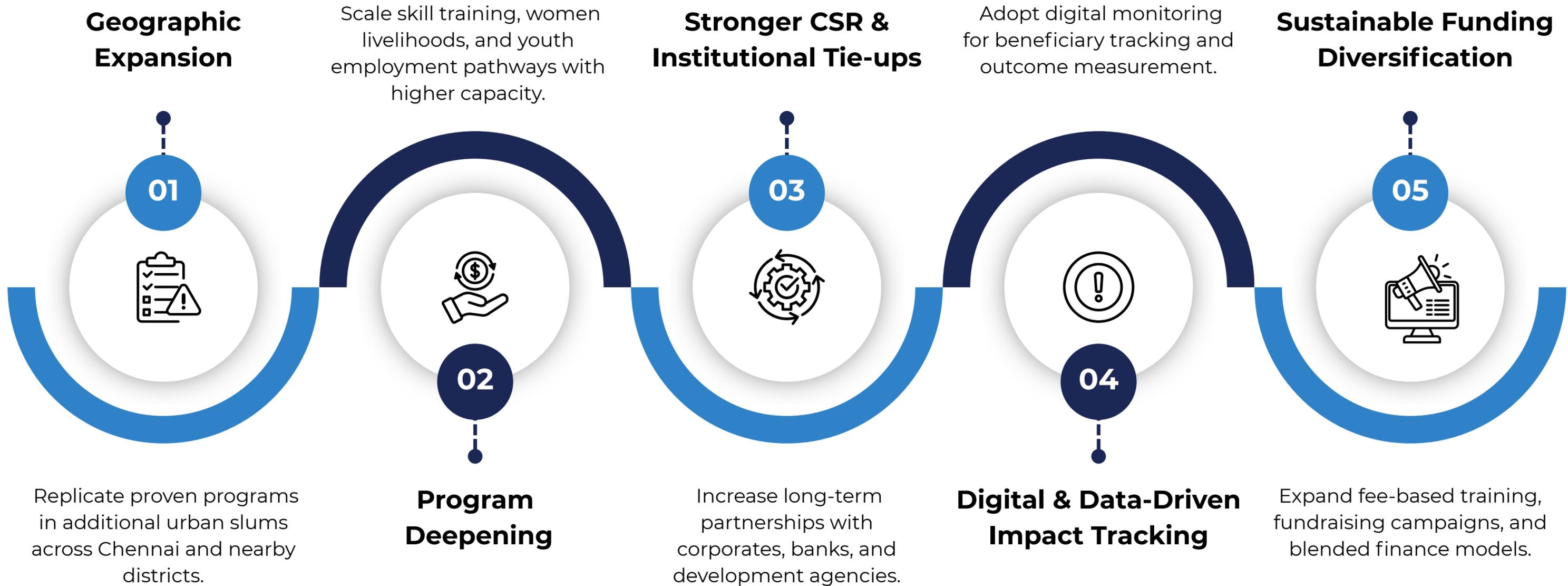
- Families of urban poor 36584
- Households 163633

# Go-To-Market Strategy



	Community Awareness & Outreach	Strategic Partnerships	Beneficiary Engagement & Retention
Core Activities	<ul style="list-style-type: none"><li>• Community meetings, street plays, rallies, and digital campaigns on education, health, rights, and livelihoods.</li><li>• Door-to-door engagement through community leaders, SHGs, and youth volunteers.</li></ul>	<ul style="list-style-type: none"><li>• Partnerships with corporates (CSR), NABARD, government departments, NGOs, and academic institutions.</li><li>• Collaboration with healthcare agencies, training institutes, and legal aid organizations.</li></ul>	<ul style="list-style-type: none"><li>• Continuous follow-up, mentoring, counseling, and livelihood handholding.</li><li>• Formation of SHGs, youth groups, and alumni networks for peer support.</li></ul>
Enablers	<ul style="list-style-type: none"><li>• Strong grassroots networks, Maadhar Sangams, SHGs, and local institutions.</li><li>• Use of social media, local events, and faith-based platforms for outreach.</li></ul>	<ul style="list-style-type: none"><li>• Proven implementation track record and compliance credibility.</li><li>• Long-term MoUs and outcome-based project frameworks.</li></ul>	<ul style="list-style-type: none"><li>• Community-embedded staff and volunteers.</li><li>• Feedback mechanisms, impact tracking, and trust-based relationships.</li></ul>

# Scale up plan



# Person Behind the Idea

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**Dr. V. Sebasthian**

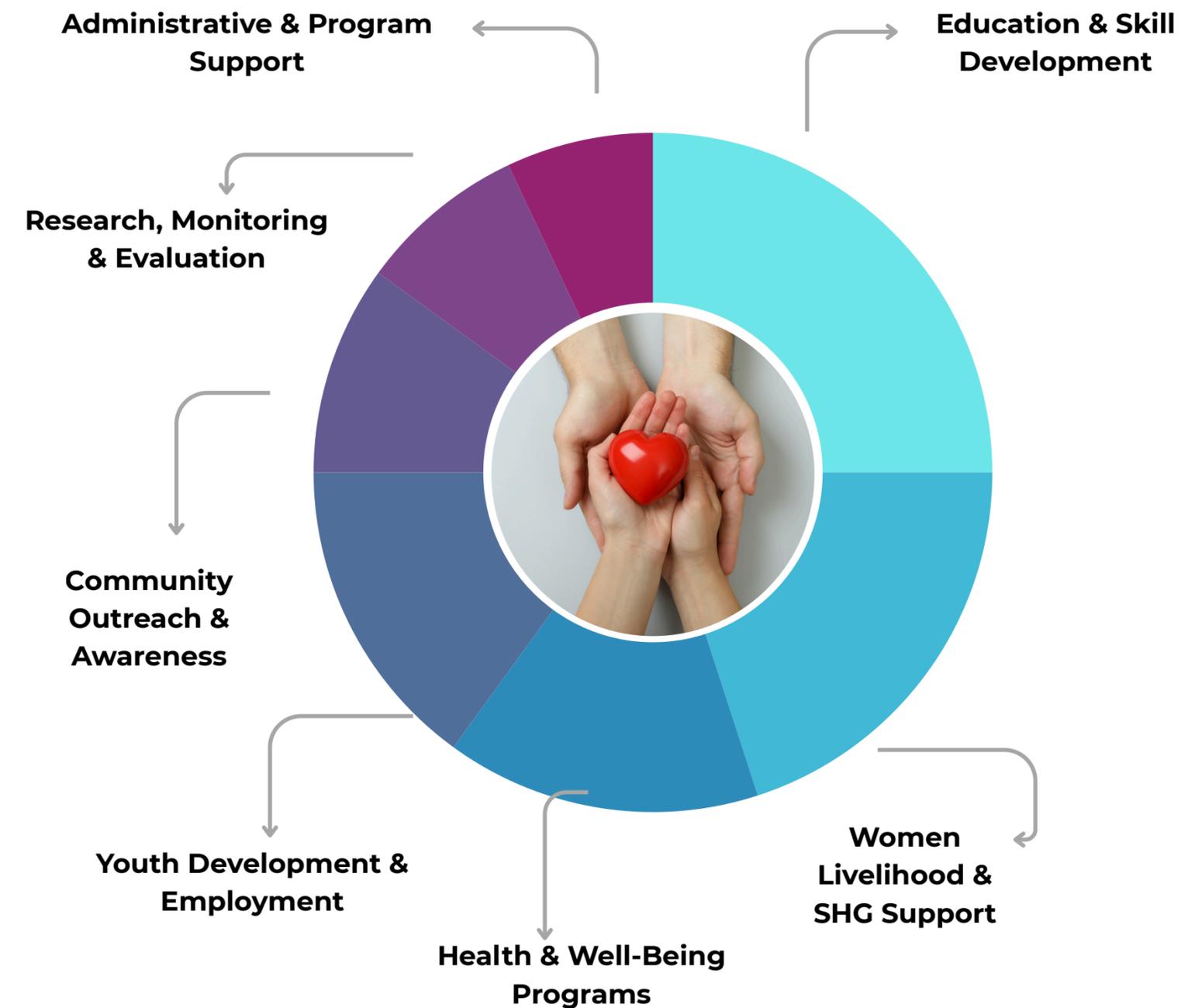
Director

A graduate and Director with strong expertise in community program planning, implementation, and monitoring. A researcher, socio-political analyst, and author of five books on socio-political development, driving impactful education, livelihood, and social initiatives.

# Fund utilization



Head	% Allocation
Education & Skill Development	25%
Women Livelihood & SHG Support	20%
Health & Well-Being Programs	15%
Youth Development & Employment	15%
Community Outreach & Awareness	10%
Research, Monitoring & Evaluation	8%
Administrative & Program Support	7%





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