



Our newsletter has a new name!

SPECIAL ISSUE | MARCH 2026



CATALYSIS

FORWARD TOGETHER

A new chapter in our journey
of empowering livelihoods.

BUILDING AN EVEN STRONGER FOUNDATION

Unveiling Our New Brand Identity

B-ABLE
दक्ष भवः
FOUNDATION



Our refreshed identity is more than a visual update — it is a declaration of intent.

About four months ago, we embarked on a journey of rejuvenation: one that sought to articulate our mission as a social enterprise with greater clarity, conviction, and purpose.

A team of fifteen Brand Champions, including our Director Mr. Sushil Ramola and CEO Mr. Ved Prakash Sharma, participated in four intensive workshops under the guidance of BrandNEW Associates. Their deliberations were further enriched by inputs from nominated Brand Ambassadors drawn from our donors, partners, and senior leaders.

What emerged from this collaborative exercise was a renewed Brand Philosophy that sets the agenda for the next phase of B-ABLE Foundation's journey.

PURPOSE

To empower the youth of India, especially women, through skills, confidence and opportunities for a better life.

VISION

A nation where dignified livelihood opportunities reach every last mile.

MISSION

We build relevant skilling and innovative livelihood models that create inclusive, scalable impact through strong partnerships.

CORE VALUES

Integrity. Respect.
Empathy. Collaboration.
Innovation.

TAGLINE

Catalysing Livelihoods.

Guided by this shared philosophy, the team then undertook a series of design explorations to translate these ideas into a visual identity.

The result is our **new logo**, one that received unanimous endorsement from the team that helped shape this journey.

At its heart is the letter “**B**”, reimagined as the silhouette of an empowered, forward-moving human figure — poised, confident, and ready to progress. This human-centric icon reflects who we are and whom we serve: individuals rising with dignity, skills, and opportunity. It symbolises transformation in motion — not merely support, but catalytic progress.

The refreshed colour palette retains the familiar **blue and orange** from our earlier identity, now rendered in more contemporary tones. The addition of **green** introduces a sense of freshness, growth, and sustainability — echoing our commitment to future-ready livelihoods and inclusive progress.

Anchored below the logo is our brand essence — **Catalysing Livelihoods** — expressing simply and clearly what we seek to do every day: enable lasting transformation.

This new identity honours our legacy while signalling a forward-looking Foundation — confident, collaborative, and committed to ensuring that dignified livelihood opportunities reach every last mile.

It gives us great pleasure to share this renewed symbol of our journey

with all our stakeholders through the inaugural issue of our refreshed newsletter, appropriately titled **Catalyst** — as we embark on an exciting new journey, **Forward Together**.

Editorial Team



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