An explanation to the DHAN`s Silver Jubilee Logo

DHAN's twenty-five years of contributions has resulted in significant changes in the lives of the underprivileged. DHAN is identified as an institution of “Community Enabler” embedded with Gandhiyan values and practices. The objective of DHAN is centered on the principle of “Giving Bank to Society” & “Promoting specialized Human Resources to take the Development work as a way of life”. It’s need in the society has three purposes. 1. Mothering of Development Innovations, 2. Promoting Institutions to reach scale, 3. Promoting Human Resources for Development Sector.

The guiding principles of DHAN is as follows:

• Engaging high quality human resources to work at the grassroots. The focus of the work would be on enabling rather than delivery of services.

• Valuing collaboration with mainstream institutions and government to demonstrate new and effective ways of development interventions, thereby building viable linkages between them and people.

• Promoting people's organisations at various levels to ensure entitlements and to build an effective demand system.

• Focusing on promotion of livelihoods to address poverty directly

• Enriching the themes and retaining sub-sectoral focus would be the strategy for growth.

With this background, the silver Jubilee logo is designed in a way that reinforcing of "Mothering Community Swaraj" as our action message. It envisages celebrating DHAN's way of community empowerment towards achieving a new social order. The maternal sign in the logo denotes DHAN's way of nurturing new ideas and creative approaches in advancing the development processes. Innovation is an inevitable element across the entire endeavors of DHAN. DHAN's achievements over the past twenty-five years have been the result of a creative partnership with a diverse set of development partners, which is something to be proud of.

The year 2021 is significant because it marks a century since Mahatma Gandhi shifted formal attire in favour of the modest Dhoti (white loincloth), leaving the torso exposed on September 22, 1921 in Madurai as a token of his identification with Poor. This emphasized the importance of empowering and involving underprivileged people, as well as being a part of the process of achieving freedom and development. Throughout the year, DHAN Foundation will commemorate its silver jubilee as well as the centennial of Mahatma Gandhi’s Loincloth revolution. It is symbolized by Mahatma Gandhi's image on the logo.

DHAN has made significant contributions to women empowerment, water security, and livelihoods development during its twenty-five-years of journey. It is symbolized by the colourful lines in the logo. The brown line represents the growth of farm-based livelihoods with a strong emphasis on stability and sustainability. The pink one represents femininity, which encompasses the leadership attributes of thousands of women leaders emerged from grassroots. The blue one emphasizes the water security. These vibrant lines, taken combined, evoke a feeling of joy and celebration.

DHAN's Silver Jubilee logo is more than just an image. It is an expression of 'DHAN's Way of Life' in bringing prosperity to the poor through collective endeavors.