

“Our endeavour is to build sustainable institutions to promote societal growth”



Vidya Shah
CEO,
EdelGive Foundation

Established about a decade ago, EdelGive Foundation from Edelweiss group started as a modest financial support initiative to ten niche community driven projects largely in Maharashtra. Over the year, it became a connecting platform between donors and credible NGOs across the country. Vidya Shah, CEO, EdelGive Foundation, speaks about the initiative.

How has been the journey and what is the path ahead?

In the early days, our commitment was driven by intuition and observation rather than the more sophisticated matrices, reports or collaterals that help us today. This was the beginning of a very exciting, humbling, enlightening journey for EdelGive. With each year of our portfolio growth, we grew in knowledge and capabilities. Our endeavour is to build sustainable institutions and organisations that promote societal growth and innovation, and advances the common good by bringing the skills, resources and talents of the for-profit world to the not-for-profit world.

What are the initiatives you have taken for empowering women?

The space of women empowerment is large, there are

many approaches to solving this issue. We work with 15 organisations across 10 states of India, dealing with issues such as freedom from violence and discrimination, access to rights and entitlements, building grassroots women leadership as well as entrepreneurship.

Give us a brief introduction of your Influencer platform?

The Influencers are a group of individuals coming from diverse backgrounds who come together to understand issues around social justice of women. This initiative is a way to bring together influential people who are highly respected in their fields of work to come together, understand and deliberate on the issues around women's empowerment. EdelGive has underwritten fantastic projects that work on social justice and economic empowerment of women across the country with 15 NGOs.

What are the kind of projects that EdelGive Foundation has undertaken and is there any project in the pipeline?

Driven by our commitment to alleviate poverty, we have invested in programmes that are mitigating disablers or delivering positive outcomes in education, livelihoods and women empowerment. We also partner with individuals, foundations and corporates who want to contribute to the cause of effecting social impact.

In the last decade, EdelGive Foundation has influenced nearly Rs. 150 crores in philanthropy, reached over 4.5 lakh people and supported (financial and non-financial) over 130 small and mid-sized NGOs in 15 states in India. To date, Edelweiss employees have provided close to 30000 hours in pro bono support, with over 85% of employees engaged in volunteering activities. ■

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