

Imagine there's no heaven  
 It's easy if you try  
 No hell below us  
 Above us, only sky  
 Imagine all the people  
 Livin' for today  
 Ah

Imagine there's no countries  
 It isn't hard to do  
 Nothing to kill or die for  
 And no religion, too  
 Imagine all the people  
 Livin' life in peace  
 You

You may say I'm a dreamer  
 But I'm not the only one  
 I hope someday you'll join us  
 And the world will be as one  
 Imagine no possessions  
 I wonder if you can  
 No need for greed or hunger  
 A brotherhood of man  
 Imagine all the people  
 Sharing all the world  
 You

You may say I'm a **dreamer**  
 But I'm not the only one  
 I hope someday you'll join us  
 And the world will live as one

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above us only sky

## Executive Chairperson's Letter



**Vidya Shah**  
Executive Chairperson,  
EdelGive Foundation

One morning in early 1971, John Lennon sat at his Steinway piano and composed the melody, chords and wrote most of the lyrics of *Imagine*<sup>1</sup>. Even after 50 years, this song is one of the most covered songs ever, treated as a sort of national anthem and a symbol of the pursuit of world peace. In writing this song, Lennon was making a political statement – for him, underneath *Imagine* was “The concept of positive prayer. If you can imagine a world at peace, with no denominations of religion, without this my-God-is-bigger-than-your-God thing, then it can be true.”

### **Imagine** John Lennon

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Source: LyricFind  
Songwriters: John Winston Lennon  
Imagine lyrics © Universal Music Publishing Group

<sup>1</sup>Lennon was inspired by several poems from wife Yoko Ono's 1964 book *Grapefruit*. It was only later in 2017 that she was formally recognized by the National Music Publishers' Association as a songwriter for 'Imagine.'



Simplicity of message is at the heart of *Imagine*; however, it acquired the status of a slogan<sup>2</sup>, an anthem, because it came during the Vietnam War; on the back of a bitter break-up of the Beatles, it was a pathway for Lennon and Yoko Ono to communicate their vision to the world. The emotional stirrings that the song creates through Lennon's plaintive, vulnerable vocals, the notes of the piano and beautiful strings have helped establish *Imagine* as an emblem of both protest and hope.

Over the last few years, as the world has gone through a systematic limitation of space for protest, and a perceptible feeling of the erosion of democratic constitutional values and institutions that uphold them, poetry and song have become a rallying cry for the disenfranchised and marginalised. Faiz Ahmed Faiz's *Hum Dekhenge* written in 1979 or Assam's *Miya poetry* that emerged 30 years later, have not only become reflections of the fragile relations between state and society but also bold expressions of hope and change. Before leading a mass singing of "We shall overcome" in Atlanta in 1967, the American folk singer and social activist Pete Seeger said, "Songs are sneaky things, my friends. They can slip across borders. Proliferate in prisons. Penetrate hard shells. The right song at the right time can change history."

What I find most fascinating though, is that through time immemorial, we have had saints and poets who have helped us imagine a world without fault-lines and urged us to consider living a life of harmony by changing how we behave and perceive our world, our fellow human beings and our own humanity. I first heard *Socho Zara* by Madan Gopal Singh and his group *Chaar Yaar* at *Khusrau Kabir*, a musical event to celebrate the legacy of two of the sub-continent's greatest poet-saints, Hazrat Amir Khusrau and Kabir Das. Born nearly 150 years apart<sup>3</sup>, Khusrau and Kabir represent India's syncretic culture, the *Bhakti* movement in Hinduism and *Sufism* in Islam blending naturally to create a unique spiritual experience for many of us born several centuries later.

But *Socho Zara*<sup>4</sup> was Madan Gopal Singh's ode to not only John Lennon and *Imagine*, but the long, ancient and rich legacy of *Bhakti* and *Sufi* thought and practice that is an intrinsic element of the soul of the Indian sub-continent. Madan Gopalji opens *Socho Zara* with Rumi:

चे तदबीर ऐ मुसलमानाँ कि मन खुद रा नमी दानम  
न तरसा न यहूदम न मन गबरम न मुसलमानम

che tadbīr ay musalmānān, ke man khūd-rā namīdān-am  
na tarsā na yahūd-am man, na gabr-am na musalmān-am

"What is to be done, O Moslems? for I do not recognise myself<sup>5</sup>  
I am neither Christian nor Jew, nor Gabr, nor Moslem"

न अज़ हिन्दम् न अज़ चीनम् न अज़ बुल्गार-ओ-सक़सीनम्  
न अज़ मुल्क-ए-इराक़ीयम् न अज़ खाक-ए-खुरासानम्

na az hindam na az chīnam na az bulghār-o-saqsinam  
na az mulk-e-irāqiyam na az khāk-e-khurāsānam



*"I am not of India, nor of China, nor of Bulgar, nor of  
Saqsīn, I am not of the kingdom of the two Iraqs, nor  
from the dust of Khurasan"*

- Maulana Jalal-ud-din Rumi

<sup>2</sup>Since 1971, *Imagine* has sold an impressive 21 million copies worldwide, and is Lennon's best-selling single as a solo artist.

<sup>3</sup>Hazrat Amir Khusrau (1253 – 1325); Kabir's years of birth and death are unclear; historians are divided between 1398 – 1448 and 1440 – 1518.

<sup>4</sup>Listen to *Socho Zara* here: <https://www.youtube.com/watch?v=sQdVKdkFhJg>

Maulana Jalal-ud-din Rumi or just Rumi as we fondly know him, is celebrated as the greatest mystical poet of any age. Rumi left behind numerous works of spiritual poetry and a famous order of Dervishes called the "Maulavis", noted for its piety, mystic dances, and its music and songs. But it is the Masnavi upon which his literary fame rests - composed of twenty-six thousand couplets arranged in six books, the Masnavi deals with Sufi philosophy in a series of stories images, symbols, drawn from the Quran, the Hadiths as well as specific tableaux of daily life. Its spiritual maxims and interpretations explore people's relationship to God as well as to themselves, each other, and the natural world.

Rumi was a devout Sunni Muslim; his poetry is grounded in an Islamic worldview. Its message presents an opportunity for a life with elevated meaning and purpose, by bringing divinity into all our daily activities, no matter how ordinary or mundane. Rumi's God welcomed all, no matter their professed faith or beliefs, and hence his continuing relevance and resonance.

Rumi's che tadbīr ay musalmānān verses have been celebrated as an ode to universal brotherhood. But just like Lennon's Imagine incensed and offended some people with its suggestion of "neither

heaven nor hell; above us, only sky", "no countries, nor religion; nothing to kill or die for", some have denounced these verses of Rumi as fake and a Western worldview of Sufism. Some also worry about "the erasure of Islam from the poetry of Rumi". For me, Rumi's verse that "I am neither Christian nor Jew, nor Gabr, nor Moslem" just cannot be translated literally. Rumi was a great Islamic scholar foundationally, and used his scholarship in unconventional ways, to elevate faith to a space of compassion and love, beyond religious code or ritual.

Of all the early Sufi mystics, Rumi is still widely read and highly popular the world over; indeed, he is often described as the best-selling poet in the United States. But Sufism also inspired many great Sufi mystics in the Indian sub-continent – Khwaja Moinuddin Chisti (1143-1236), Lal Shahbaz Qalandar (1177-1274) and Nizamuddin Auliya (1238-1325) established Sufi orders; Sufi mystic poets, Baba Farid (1173-1266), Amir Khusrau (1253-1325) and Baba Bulle Shah (1680-1758), among many others were born here.

Sufism in the sub-continent merged with local culture, traditions and language – in a time when Arabic, Turkish and Persian were considered the languages of the learned and the elite and used in monastic

centres, Baba Farid and Bulle Shah wrote in Punjabi, and Khusrau is credited with fusing the Persian, Arabic, Turkish and Indian singing traditions in the late 13th century to create the qawwali. He spoke Sanskrit and composed in Persian, Hindavi, Braj Bhasha and Urdu.

**Baba Bulle Shah expressed his love for the Divine through self-exploratory poetry, like the very popular one below:**

*Bulla ki jaana main kaun*

[Bulla! I know not who I am]

*Na main moman vich maseetan*

[Nor am I the believer in mosque]

*Na main vich kufar dian reetan*

[Nor am I in the rituals of the infidel]

*Na main pakan vich paleetan*

[Nor am I the pure in the impure]

*Na main andar bed kitaban*

[Nor am I inherent in the Vedas]

*Na main rehnda phaang sharaban*

[Nor am I present in intoxicants]

*Na main rehnda mast kharaban*

[Nor am I lost nor the corrupt]

*Na main shadi na ghamnaki*

[Nor am I union nor grief]

*Na main vich paleetan pakeen*

[Nor am I intrinsic in the pure/impure]

*Na main aaabi na main khaki*

[Nor am I of the water nor of the land]

*Na main aatish na main paun*

[Nor am I fire nor air]

*Bulla ki jaana main kaun*

[Bulla! I know not what I am]

*Na main arabi na lahori*

[Nor am I Arabic nor from Lahore]

*Na main hindi shehar Nagaori*

[Nor am I the Indian City of Nagaur]

*Na hindu na turk pashauri*

[Nor a Hindu nor a Peshawri turk]

*Na main bhet mazhab de paya*

[Nor did I create the difference of faith]

*Na main aadam hawwa jaya*

[Nor did I create adam-eve]

*Na koi apna naam dharaya*

[Nor did I name myself]

*Avval aakhar aap nu jana*

[Beginning or end I know just the self]

*Na koi dooja hor pacchana*

[Do not acknowledge duality]

*Mai ton na koi hor syana*

[There's none wiser than I]

*Bulle shah kharba hai kaun*

[Who is this Bulla Shah]

*Bulla ki jaana main kaun*

[Bulla! I know not who I am]

*Bulla ki jaana main kaun*

[Bulla! I know not who I am]

*Na main moosa na pharoah*

[Nor am I Moses nor Pharaoh]

*Na main aatish na main paun*

[Nor am I fire nor wind]

*Na main rahnda vich Nadaun*

[I do not stay in Nadaun (city of innocents)]

*Bulle shah kharba hai kaun*

[Bullashah, who is this man standing?]

*Bulla ki jaana main kaun*

[Bulla! I know not who I am]

*Bulla ki jaana main kaun*

[Bulla! I know not who I am]

Interestingly while the Bhakti tradition pre-dates the Sufi tradition by a few centuries, it is the inter-mingling of the two traditions that laid the foundation for Nehru's favourite metaphor for his idea of India – that of a palimpsest, i.e. a page from a manuscript re-used or altered, but still bearing the visible traces of its earlier form.

The Bhakti tradition, to my mind, was more of a movement – born out of the struggle between the Brahmin temple establishment and ordinary folk around 6th century AD in South India, in a sense unfettering the human spirit from the chains constructed by the gatekeepers



*"It was not her wide spaces that eluded me, or even her diversity, but some depth of soul which I could not fathom, though I had occasional and tantalising glimpses of it. She was like some ancient palimpsest on which layer upon layer of thought and reverie had been inscribed, and yet no succeeding layer had completely hidden or erased what had been written previously. All of these existed in our conscious or subconscious selves, though we may not have been aware of them, and they had gone to build up the complex and mysterious personality of India."*

to God – making the Divine accessible to all – so called lower castes and women – hence radical in approach and utterance, bypassing ritual and hierarchy. Bhakti or devotion manifested itself in poetry and singing in the vernacular Tamil, Kannada, Marathi, Punjabi, Awadhi, Braj Bhasha and many more!) through the Bhajan, with the devotee expressing a spiritual love for God and charting an individual path to Salvation, irrespective of one's birth or gender. Over time, as the tradition found its way from Tamil Nadu to Karnataka and thence on to Maharashtra, and later Rajasthan, Punjab and present-day Uttar Pradesh, Bihar and Bengal, the intricate relationship between the devotee and God imbibed varying social, political, economic and personal factors, giving birth to sub-traditions and sub-genres.

So Khusrau's qawwalis in honour of Nizamuddin Auliya, Mirabai's Krishna bhajans and Akka Mahadevi's Vachana poems in praise of Shiva have equal power to heighten one's sense of oneness with the Divine, irrespective of one's religious affiliation. Many of these poet-saints were working class men and women – carpenters, potters, cobblers, farmers – and expressed their spirituality through metaphors associated with their vocation; for them, their labour performed with mindfulness was superior to simply adoring God. Radical

in utterance and approach, their compositions bypassed hierarchy. Writing in their mother tongue, Tulsidas, Eknath, Sant Dnyaneshwar, Tukaram, Janabai, Namdev, Surdas, their words had the power to infuse ecstasy and joy, to celebrate their relationship with a personal God in gurudwaras, mandirs, mandals and dargahs, or alone in solitude.



*"Words are the only jewels I possess*

*Words are the only clothes I wear*

*Words are the only wealth I distribute among people."*

- From the abhangs of Sant Tukaram, translated from Marathi by Dilip Chitre

These amazing saint-poets across the Indian sub-continent across centuries urged us to look for God within and to find divinity in our fellow human beings, thus living in peace with nature and all sentient creatures. In that sense, Lennon's Imagine must be viewed as emanating from this deep, ancient thought. But importantly, in contrast to Lennon's imagination of a world with no religion, the Bhakti and Sufi traditions, indeed the psalms in the Bible, view God's love as a levelling force, all-encompassing and for each and every being, irrespective of their denomination.

The recent Pew Research Center survey shows India as a highly religious country on every dimension – ritual observance, social identity, belief and practice. Interestingly, many Indians also see themselves as tolerant of other religions and that tolerance comes from a view that respecting other religions is a foundational value of their own religious identity. What then explains the increase in communal discord and hate? This is perhaps where tolerance becomes a highly limiting value; tolerance in a construct where each community must stay in its place, or where drawn boundaries must not be crossed in order to maintain peaceful co-existence is not tolerance. When inter-caste or inter-religion marriages are still not tolerated; when you want one of your own as your neighbour; when your choices of food, attire, sexual preference or manner of living moves from the realm of personal to religious, that is not tolerance.

We need to move from tolerance to understanding, accepting and embracing. In fact, "tolerate" as a verb is almost offensive. Diversity is hard work. It means confronting one's deep-rooted prejudices – it means introspection and self-examination, and accepting the faults in our thinking – being vulnerable, engaging, pausing, correcting. Diversity must come with a true intention

to be inclusive, and to wholly integrate to achieve/overcome.

Imagining a world of peace and harmony entails embracing many stories, many narratives, many ideologies with an open mind – a plural world. Pluralism welcomes all to the public arena; pluralism believes that asking believers to take off their faiths the instant they enter the public arena is practically impossible and religion can perhaps never be fully separated from politics.

Today, there is a massive movement towards diversity and inclusion in all dimensions in corporations and institutions, with definitive research showing the significant positive impact that balanced decision-making has on their financial performance. Why then not extend it whole-heartedly to the social and political sphere of our existence? The fruition of these ideals – not just in theory but also in practice – will require unity in thought and action, a strong and equitable set of guiding principles, and a willingness to work together and collaborate across spectrums to achieve our common goals.

*Vidya Shah*

**Vidya Shah**  
Executive Chairperson,  
EdelGive Foundation

## *From the CEO's Desk*



**Naghma Mulla**  
CEO,  
EdelGive Foundation

The magnificent phoenix lived for over 500 years. She was a glorious bird... beautiful, strong, brilliant. When she knew the end was nearing, she chose her own end. She built her pyre, burst into flames and died, consumed by her own fiery inferno. Then she rose, out of her own ashes, reborn out of nothingness, forever symbolising a transformation from the death of life.

I would like to believe that the phoenix did not burn to ashes so she could move on into oblivion, or rest in peace for eternity. I would like to believe that it was deliberate – her need to re-emerge, to build herself anew, to imagine a new life with new meaning after shedding her existing burden.

In real life, endings and beginnings are rarely so dramatic. Most of us suffer in silence, alone in misery, caged by anonymous hurt. Our endings are rarely mourned beyond the moment. Our beginnings are viewed either with scepticism or premature celebration, none of which help. If we are able to rise, we are hailed as pathbreakers. If we don't succeed, there are an ample amount of haters waiting in the wings to silence us forever. And so, it becomes essential to hold on to certain fascinating lessons that have been gifted to us over time by history and mythology.

Imagine the morning after the nuclear bombs dropped on Hiroshima and Nagasaki.



*"The phoenix rises for us to remember that we must rise too, and that moving on is imperative to life. However, it is important to also remember that before the phoenix rose, she burned. Her story of rising begins from her story of destruction."*



Imagine what it took for generations of Japanese citizens to resurrect themselves from this desolation and regain pre-World War II-levels of prosperity, merely 15 years after their surrender to the US. Imagine the day after Hitler died. Imagine what it took for a generation of Germans to comprehend the extent of the evil that was unleashed on their watch, and the years they spent rebuilding the peace and trying to make amends. Imagine the eve of India's independence. Imagine how the leaders of a beautiful and diverse country like India chose democracy, emerging from the aftermath of an extremely painful partition focused only on nation building.

Whether at an individual level or as a people, when darkness is afoot and hope seems futile, doing good and changing for the better only becomes possible when we choose to imagine the change we wish to see, and then take the first steps towards that change. The phoenix rises for us to remember that we must rise too, and that moving on is imperative to life. However, it is important to also remember that before the phoenix rose,

she burned. Her story of rising begins from her story of destruction.

Today, it is essential for us to imagine what good looks like, especially when there is nothing to hold on to. Because, we have the luxury of imagination. Some people have suffered so much that hoping for a better tomorrow, for all intents and purposes, seems utterly futile. There is deep disheartenment, and consequently, there is a sense of defeat.

Imagine what the world would look like if we placed empathy, courage and inclusion at the centre of all our actions; the extent of good that would be possible if we acted through the philosophy of 'one for all and all for one'; and the magnitude of social welfare, if instead of focusing on having groceries delivered within 10 minutes, we could work towards delivering healthcare to those in need within the same time.

2020 was one of the darkest years in most of our living memories. However, some people not only imagined but also acted, to give us solutions to build for the future.



*In 2020 – 2021, EdelGive was at the centre of several fantastic partnerships between corporates and NGOs, where quick decision-making and empathy drove more than INR 100 crores-worth of relief, thereby ensuring that millions of people received essential help and support.*

### **The Migrant Resilience**

**Collaborative** was a response to the deep crisis that 9 million migrants faced as they walked hundreds of miles, from cities to their hometowns, when the first lockdown was imposed in India. It began as an idea, while grassroots organisations came together simply to provide relief and safety to the millions of migrants walking back home. Today, the MRC is the world's largest movement initiated by grassroots organisations, looking to address social and income security for 10 million migrants. We are honoured to be strategic partners to this mission that is addressing a crisis imposing unprecedented levels of suffering on the most excluded.

In 2020 - 2021, EdelGive was at the centre of several fantastic partnerships between corporates and NGOs, where quick decision-making and empathy drove more than INR 100 crores-worth of relief, thereby ensuring that millions of people received essential help and support. Our **50+ grantee partners** adapted their teams and resources to meet the urgent requirements, even while they put their own health and wellbeing at risk.

Through youth volunteers from the communities they work with, **Samaritan Help Mission** engaged with ration shops to ensure the equitable distribution of essential food items. The women from SHGs supported by **Ibtada** created grain banks to ensure that no family goes hungry. **Jan Sahas** volunteers used their existing network to immediately deploy teams along the highways. They witnessed and aided with the distress firsthand. Furthermore, this initiative has served as the seed for a beautiful collaborative effort that we are very proud of.

Individually, cash-strapped and resource-crunched organisations have been braving

a range of issues to continue doing what they do. If we only widen our lens beyond the big cities, it is plain to see that the distress of poverty and deprivation has made their work exponentially more difficult.

During this time of chaos and uncertainty, EdelGive imagined GROW.



GROW envisages a future where empathetic funding structures meet good grassroots work. Where small and mid-sized organisations can be supported by large grant makers, through well-constructed systems that are enabled to solve problems of diverse and complex social issues that are unique to India.

GROW looks to identify 100 NGOs across the length and breadth of the country, and support them for building capabilities within their systems with the support of a diverse set of funding supporters. It aims to support some incredible work that has been going on beyond the visible good we see. If GROW succeeds, it will be the largest first-of-its-kind



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collaborative effort in the world. If it fails, it would definitely have been a plan worth fighting for.

So, why should we? And, why do we put in sweat and blood to execute audacious ideas and punch above our weight? Why do we choose to take the risk of punching above our weight by moving into uncharted territories? Why do we choose to ignore the voices of reason warning us that failure may kill our best laid plans? And perhaps most significantly, why do we choose to imagine and execute what has not been imagined and executed before?





*We do it because while we may have burnt,  
our phoenix must rise.*

*We imagine, so that we can action.*

*We imagine for those who cannot.*

*We imagine because  
the future cannot be what the past was.*

*We imagine because the future is in our hands.*

**Naghma Mulla**  
CEO,  
EdelGive Foundation

Imagine all the people  
living for today





## *About EdelGive*

For *EdelGive Foundation*, 2021 has been a year for action, but also for reflection. The chaos of the pandemic has compelled several important questions, some of which are as follows: How do we evolve our role in this dynamic landscape? In the backdrop of a global pandemic, how has the role of philanthropy changed? What can we do as a leading philanthropic foundation to reach those impacted most severely? What flexibilities can we adopt to build the ground for a more resilient sector? And most importantly, how can we ensure that so many worlds aren't turned upside down if/when this happens again? Amidst all the adversity of the last year, it has been the resilience and commitment of our NGO partners on-ground that continues to inspire us, and forms the base for all that we do.

This report is dedicated to our frontline workers, members of civil society, stellar corporates, engaged governments and all the countless individuals who have worked collectively to rebuild and reimagine our future.



### OUR MISSION

To strengthen and facilitate the growth of grassroots organisations working with vulnerable communities across India.

## THEORY OF CHANGE

An inclusive society is built on the foundation of educated children, empowered women, and resilient communities. Their development, in-turn develops stronger, more sustainable, and inclusive nations. EdelGive works with organisations who focus on providing quality education, promoting social and economic empowerment of women, and building resilient livelihoods for communities. The interventions these NGOs develop are targeted, community-driven, high impact, sustainable, and focused on reimagining a brighter tomorrow for the excluded. These interventions are made possible due to our NGO partners' unique understanding of, and dedicated work at, the grassroots.

## WHAT WE DO

Our unique philanthropic model places us at the centre of grant-making, by providing initial grants and by managing funding from other institutional and corporate partners. This approach has enabled us to establish ourselves as the partner of choice, for Indian and foreign funders wanting to engage with the Indian development ecosystem. We follow a robust monitoring and evaluation system across all our grants. Furthermore, we are institutionalising processes to listen to, and learn from our key stakeholders – our NGO partners and the communities they work for.



*“We are glad to have found in EdelGive, a reliable partner for reaching out to the vulnerable groups and communities, especially women and children through The Collaborators for Transforming Education (CTE) and the CORO programme. The passion and commitment of the NGO, partners and the team of EdelGive have been inspiring and humbling.”*

**PRIYA BHUMKAR**

Managing Director,  
Soujanya Color Pvt. Ltd.

## HOW WE USE OUR GRANTS

Our grants are used for both the financial and non-financial needs of the organisations we support. Apart from adding capacity and scale, grants are used to build operating capabilities in areas such as Finance and Sustainability, Human Resources and Communications, Strategy and Leadership, and Processes and Technology.



## GUIDING PRINCIPLES



We will maintain the highest level of integrity, transparency and ethical conduct.



We will bring a deep commitment to inclusiveness as a fundamental operating principle.



We will promote responsible-and-effective philanthropy through our actions: as custodians of the resources and the reputation of our parent Edelweiss, and all our funding and NGO partners.



We will be a learning organisation – we will embrace new ideas, opinions and perspectives, and a deep generosity of spirit.



We will treat our stakeholders, our NGO partners, our funding partners, our employees and volunteers with respect and empathy.



We will remain secular in our work, beliefs and outlook.



*“SDMC Trust has been associated with The Collaborators for Transforming Education (CTE) programme since its inception and had the privilege of interacting with different stakeholders across the entire spectrum during our field visit. We have encountered highly motivated Kendra Pramukhs, Resource Persons and outstanding teachers who pass on the capacity building activities through peer learning across all the districts.”*

**SUBHAMAY CHATTOPADHYAY**  
CSR Advisor  
SDMCT

## OUR INFLUENCE THROUGH THE YEARS



## Case Study: AFPRO, Kaparmeta village, Chhattisgarh

### ENABLING MR. VISWAKARMA TO EARN A LIVELIHOOD FROM HIS OWN FARM LAND

Mr. Pardeshi Ram Viswakarma is a small farmer who owns 3 acres of agricultural land, and lives with a family of 6 members, in the Kaparmeta village. Initially, his main occupation during the Kharif season was farming and paddy cultivation. However, during the Rabi season, he was forced to work as labour for a brick-making factory which served as the primary source of income for himself and his family. It was due to the utilisation of traditional farming techniques for paddy cultivation that the paddy yield in the region was gradually declining, leaving farmers like Mr. Viswakarma dependent on alternate sources of income.



Okra Production.

*Through EdelGive's interventions, in collaboration with the Action for Food Production (AFPRO) project staff, Mr. Viswakarma was made aware about modern agro-techniques such as the System of Rice Intensification (SRI).*

Through EdelGive's interventions, in collaboration with the Action for Food Production (AFPRO) project staff, Mr. Viswakarma was made aware about modern agro-techniques such as the System of Rice Intensification (SRI). He adopted the SRI method of paddy cultivation in 2018 for 0.25 acres of land. Through the traditional method, he was able to produce 10-15 kansa of paddy per plant. With the SRI technique, his yield grew to 35-40 kansa of paddy per plant. As compared to the previous 3 quintal yields, he was now able to grow 6 quintals of paddy in the

same patch of land of 0.25 acres, and earn an additional income of INR 4,680/-. After the success of the 1st year, he cultivated SRI paddy in 1.0 acres of his land in the kharif season of 2019.

Further, with EdelGive's support, Mr. Viswakarma was also able to construct a farm pond near his field. With the assured availability of irrigation from the farm pond, Mr. Viswakarma was able to start cultivating vegetables during the 2019 Kharif season, on 0.50 acres of the barren land near his house.



He grew vegetables like Okra, Gauanr Fali, Muli, Palak etc. and earned INR 40,000/- (additional income), all on land that was earlier deemed to be barren.

The additional income earned by Mr. Viswakarma enabled him to purchase a 2.0 HP electric pump, which was used for irrigation, and invest in fish rearing in his farm pond. The increased paddy yields and vegetable crops have proved

to be a vital source of income for Mr. Viswakarma and his family. However, most importantly, Mr. Viswakarma is now able to work on his own land through the entire course of the year, and no longer has to rely on temporary employment from external sources. Mr. Viswakarma is now independent, self-sufficient and grateful to EdelGive and AFPRO for their support in enabling a higher standard of living for his family and himself.

*He grew vegetables like Okra, Gauanr Fali, Muli, Palak etc. and earned INR 40,000/- (additional income), all on land that was earlier deemed to be barren.*



Mr. Viswakarma's land before the construction of the farm pond.



Mr. Viswakarma's land after the construction of the farm pond in 2019.



Mr. Viswakarma feeding the fish he purchased for his farm pond.



Okra cultivation by Mr. Viswakarma on his land.





you may say I am  
**a dreamer**



## Investments

Grassroots organisations are constituted by the voices of the people they serve, and have the power to effect social change at a deeper level. Their integration with communities in some of the most remote locations across India enables them to create targeted interventions, rooted and driven by the communities they support.

Over the years, we have been able to help build and grow this special cohort of organisations. Our grants, and grants received from other institutional and corporate partners, are used for both the financial and capacity building needs of the NGO partners we support. We focus on funding strategic parts of these organisations' budgets that other funders are less likely to support. Building their own skills to budget and investing in their own organisations enables them to harvest their growth path to scale, and, in-turn, attract further funding. All of the above, comes together to build sustainable and resilient organisations, that have the ability to effect sustainable change in the long run.

### NGOS WE SUPPORT





## WOMEN EMPOWERMENT

We believe that women and girls are the key to establishing well developed and sustainable communities. We collaborate with exceptional NGOs that are combating the problem of violence against women and women's safety, through advocacy and grassroots leadership. EdelGive Foundation is committed to addressing both the social and economic inequities that prevent women and girls from achieving their full potential, with focus on five key priority areas:



**Freedom from Violence and Discrimination**



**Access to Legal Justice**



**Grassroots Leadership**



**Access to Rights and Entitlements**



**Freedom from Economic Dependence**



*Glimpses of EdelGive's work in the field of Women's Empowerment.*

In FY21, EdelGive supported **14 projects** with **13 NGO partners** across **9 states** in India. Over the years, through our NGO partners, we have been able to make a significant impact:

**1,74,052** (16,618 in FY21)

women and girls supported in their fight for addressing gender equality related issues.

**23,633** (3,838 in FY21) women and girls supported under financial inclusion programmes.

**42,353** (16,527 in FY21)

women supported to get access to rights and entitlements.

Supported **25,174** (5,097 in FY21) survivors of domestic violence and/or sexual violence in their legal journey.

**6,399** (634 in FY21) grassroots leaders developed and supported.

Formed **5,456** (2 in FY21) SHGs/JLGs



*"We have known of the incredible work that EdelGive is doing on-the-ground with several grassroots organizations over the last several years. In the context of the second wave of COVID in India, Indiaspora has had occasion to partner with them and this has allowed us to deepen our ties by coming together with our shared vision to empower organizations committed to inclusive social transformation. This has also been an opportunity to more fully appreciate the dedication of the fantastic team at EdelGive; we value them as true partners and look forward to engaging with them in the months and years ahead."*

**MR RANGASWAMI**

Founder  
Indiaspora



## EDUCATION

EdelGive Foundation aspires to play a role of significance in resolving systemic issues of 'Access to Quality Education' in India. Our endeavour is to support exceptional organisations who are working hard to provide children with equal access to quality education. We work in collaboration with government systems to achieve long-term change, in turn empowering the community to make the change sustainable. We broadly categorise our work around four priority areas:



### Innovation & Experimentation



### School transformation and enhancing learning outcomes



### Early Childhood Education



### Research & Advocacy

In FY21, EdelGive has worked with **11 NGO partners**, while supporting **17 projects** across **6 states** of India. Over the years, through our NGO partners, we have been able to influence measurable change:

Reached out to **19,48,196 (2,53,100 in FY21)** children through our learning enhancement programmes, surpassing our own target this year.

Supported **27,269 (5,086 in FY21)** schools through the Quality Education Programme.

Worked closely with, and supported over **67,854 (8,790 in FY21)** teachers and Government officials for delivery of quality education.



*“One distinct feature about the Collaborators for Transforming Education (CTE) programme is the ‘collective enthusiasm’ it has created across the stakeholders – government, community/parents, children and the school authorities. The School Transformation Programme (STP) has succeeded because it could create this ‘shared consciousness’ wherein everyone involved has a single point agenda of strengthening the quality of teaching-learning experience and have taken ownership. The scale and depth at which this has been achieved makes the coalition a unique one.”*

### UNNIKRISHNAN TS

Project Head,  
Great Eastern CSR Foundation



▲ Glimpses of EdelGive's work in the field of Education.





## LIVELIHOODS

Every individual should be entitled to a fair chance to earn a living, and provide a life of dignity and respect for themselves and their families. Rural agri-communities and landless labourers, tribals, migrant communities, the urban poor are the most vulnerable groups in India, subsisting entirely on meagre wages or the land they till. We believe that the way out of poverty and hunger is through enhanced ownership of resources, empowerment, and increased awareness of community members.

Through our partners, we strive to provide capacity building support, promote value-based enterprises, and build institutions that ensure better purchasing power, all to set up communities that are independent and self-sustained. Our endeavour is to provide contextual solutions and support to combat the climate change effect and reduce vulnerabilities, under four priority areas:



### Water for Livelihood



### Financial Inclusion



### Skill and Institutional Building



### Employability Skill Building

In FY21, EdelGive has supported **17 projects** of **15 NGO partners**, working with the most vulnerable communities across **9 states** in India. Over the years, through our NGO partners, we have been able to create significant impact, achieving our targets in a few critical areas:

Average **30% (FY21)** enhancement in annual income of farmers.

Brought under irrigation **342 (1,553 in FY21)** hectares of land, for enhanced agriculture yield.

Supported (construction or repairs) **298 (82 in FY21)** watershed structures for water conservation.

Strengthened **8** Farmer Producer Companies (FPOs).

Funded **₹1,36,09,65,018 (₹92,88,26,259 in FY21)** towards Sustainable Livelihood Programmes, over the past 4 years (2017-2021).

Supported **13,442 families (2,914 in FY21)** through sustainable livelihood programmes.

Supported **11,568 farmers (2,121 in FY21)** for climate smart agriculture/ organic farming.



▲ Glimpses of EdelGive's work in the field of Livelihoods.

## IMPACT AND LEARNING

As a philanthropic platform, EdelGive Foundation is committed to ensuring that the resources allocated, reach those that are most in need. We also strive to optimise the impact for the programmes we invest in, as well as the sector as a whole. To achieve this, robust processes have been put in place at every stage of grant-making and grant management to facilitate data-driven decision-making. This includes thorough scoping and due diligence, setting up Grant Monitoring Frameworks with indicators, and periodic progress reports to track performance. The tools developed for monitoring and evaluation (M&E) are comprehensive and can be easily adopted by our partners. Along with assessing the impact of each programme periodically, EdelGive also provides support for strengthening data management systems and organisational capacity.

## RESULTS-BASED MANAGEMENT FRAMEWORK

EdelGive follows Results-Based Management approach which enables result mapping at each level – Process, Output, Outcome, and Impact. A model based on performance helps to ensure downward accountability of deployed funds. EdelGive Foundation's approach to M&E leverages data collected at each stage to drive disbursement decisions. The RBM approach involves all programme stakeholders and helps in developing a strong sense of ownership, responsibility and accountability among all entities within the philanthropic ecosystem.

### DATA COLLECTION & MANAGEMENT

Programme monitoring data, Periodic reports

### EVALUATION RESEARCH

Specific tools to measure outcome, Process Evaluation Framework

**WORK PLAN**  
Proposals/Grants, Implementation strategy, Grant Monitoring Framework

### DATA DISSEMINATION

Primary stakeholders, EdelGive Board, Other stakeholders

Portfolio	State	NGO	City, District	Description
Livelihoods	Chhattisgarh	Action for Food Production (AFPRO)	Raipur, Dist. Raipur	Action for Food Production (AFPRO) supports vulnerable communities to become self-reliant through training, knowledge and technology transfer on rural development projects.
Livelihoods	Gujarat	Utthan	Ahmedabad, Dist. Ahmedabad	Utthan runs integrated programmes for women and girls to enable access to entitlements, financial inclusion and sustainable livelihood security options along the tribal and coastal Gujarat.
Women Empowerment	Gujarat	Area Networking and Development Initiatives (ANANDI)	Ahmedabad, Dist. Ahmedabad	Area Networking and Development Initiatives (ANANDI) works with rural women of Gujarat for their social and economic rights through collectivisation.
Women Empowerment	Gujarat	Kutch Mahila Vikas Sangathan (KMVS)	Bhuj, Dist. Kutch	Kutch Mahila Vikas Sangathan (KMVS) focuses on the holistic empowerment of women and girls by addressing their safety issues.
Livelihoods	Jharkhand	Torpa Rural Development Society for Women (TRDSW)	Torpa, Dist. Khunti	Torpa Rural Development Society for Women (TRDSW) focusses on education, empowerment and livelihood skills for communities.
Women Empowerment	Karnataka	IT For Change	Bengaluru, Dist. Bengaluru	IT for Change advocates for digital rights of people in purview of social justice and gender equality in the society.
Education	Karnataka	Agastya	Bengaluru, Dist. Bengaluru	Agastya International Foundation builds curiosity and nurtures creativity in disadvantaged children and teachers through their innovative learning tools.



Portfolio	State	NGO	City, District	Description
Livelihoods	Karnataka	Manuvikasa	Sirsi, Dist. Uttara Kannada	Manuvikasa promotes livelihood development for landless labourers and small farmers through entrepreneurship development, financial inclusion and bio-diversity conservation.
Livelihoods	Karnataka	Vrutti	Bengaluru, Dist. Bengaluru	Vrutti builds wealth and resilience amongst small producers and vulnerable communities through transformative agrarian and allied livelihood solutions.
Women Empowerment	Madhya Pradesh	Jan Sahas	Dewas, Dist. Dewas	Jan Sahas Development Society provides protection, and promotes human rights of women, girls and children from the most excluded communities and groups like manual scavengers, survivors of rape and sexual assault, bonded labourers, caste-based sex workers, Dalit and tribal communities.
Women Empowerment	Maharashtra	Committee of Resource Organisations for Literacy (CORO)	Mumbai, Dist. Mumbai	Committee of Resource Organisations for Literacy (CORO) India develops and nurtures a community-based approach to tackle endemic issues in India's most marginalised communities. They work towards developing grassroots leadership, women empowerment and gender education.
Women Empowerment	Maharashtra	MannDeshi Foundation	Mhaswad, Dist. Satara	MannDeshi Foundation enables women's economic empowerment by providing them opportunities to earn and grow their income.
Women Empowerment	Maharashtra	OGQ	Mumbai, Dist. Mumbai	Foundation for Promotion of Sports and Games (OGQ) provides world-class training facilities to athletes preparing for the Olympics.

Portfolio	State	NGO	City, District	Description
Education	Maharashtra	LeapForWord (LFW)	Mumbai, Dist. Mumbai	LeapForWord (LFW) works on making English teaching techniques accessible to regional language schoolteachers.
Livelihoods	Maharashtra	Yuva Rural Association (YRA)	Nagpur, Dist. Nagpur	Yuva Rural Association (YRA) facilitates social and economic (YRA) transformation by providing rural poor access to their rights.
Livelihoods	Maharashtra	Vikas Sahyog Pratishthan	Mumbai, Dist. Mumbai	Vikas Sahyog Pratishthan (VSP) works towards building a sustainable economy (VSP) that is ecologically sensitive and promotes equality among all members of a community.
Women Empowerment	Delhi	Milaan	New Delhi, Dist. Delhi	Milaan – Be the Change collectivises girls at the grassroots level, delivering comprehensive life-skills based education, and training them for collective social action.
Education	Delhi	Kaivalya Education Foundation	New Delhi, Dist. Delhi	Being a change management organisation, Kaivalya Education Foundation (KEF) supports public education system leaders to improve learning levels of students by enabling 'people improving processes' and technology.
Education	Delhi	Sshrishti	New Delhi, Dist. Delhi	Sshrishti India Trust provides education, digital literacy and skill development to enable employability of the youth.
Livelihoods	Odisha	Sambandh	Bhubaneswar, Dist. Bhubaneswar	Sambandh builds sustainable livelihoods through natural resources management, smart agriculture and bio-diversity conservation.

Portfolio	State	NGO	City, District	Description
Livelihoods	Odisha	Pragati, Koraput	Koraput, Dist. Koraput	Pragati, Koraput supports organisations that protect, utilise, control and manage local resources through collective action by focussing on food and nutrition security through soil and water conservation, eco-friendly irrigation and sustainable agriculture practices.
Education	Odisha	South Orissa Voluntary Action (SOVA)	Koraput, Dist. Koraput	South Orissa Voluntary Action (SOVA) implements programmes on health, education, governance, livelihood and disaster risk reduction to promote the best interest of disadvantaged communities.
Education	Odisha	Sikshasandhan	Bhubaneswar, Dist. Bhubaneswar	Sikshasandhan builds an educational environment where value-based quality education is made available and accessible to the tribal communities.
Women Empowerment	Rajasthan	Ibtada	Alwar, Dist. Alwar	Ibtada addresses the socio-economic issues of women and girls in the conservative Meo Muslim community in Alwar, Rajasthan.
Livelihoods	Rajasthan	Basic Healthcare Services (BHS)	Udaipur, Dist. Udaipur	Basic HealthCare Services (BHS) provides high-quality, low-cost primary healthcare services for vulnerable communities.
Livelihoods	Rajasthan	Gramin Vikas Vigyan Samiti (GRAVIS)	Jodhpur, Dist. Jodhpur	Gramin Vikas Vigyan Samiti (GRAVIS) works towards environmental conservation and sustainable development programmes for alternative rural reconstruction for communities in the Thar Desert region.
Livelihoods	Odisha	Gramin Vikas Evam Chetna Sansthan (GVCS)	Barmer Dist. Barmer	Gramin Vikas Evam Chetna Sansthan (GVCS) provides dignified self-reliant sustainable livelihoods in Thar desert region by promoting art and craft, displaying inherited craftsmanship in appliqué design and embroidery.

Portfolio	State	NGO	City, District	Description
Education	Karnataka	Raza	Bengaluru, Dist. Bengaluru	RAZA Educational and Social Welfare Society provides access and quality education to children at all levels.
Women Empowerment	Telangana	Shaheen	Hyderabad, Dist. Hyderabad	Shaheen Women's Resource and Welfare Association conducts inclusivity interventions for isolated and abused women and girls of vulnerable communities.
Education	Maharashtra	Gyan Prakash Foundation (GPF)	Pune, Dist. Pune	Gyan Prakash Foundation (GPF) joins the efforts of various NGOs, corporates and the government, towards improving the quality of public education in rural India.
Women Empowerment	Uttar Pradesh	Association for Advocacy and Legal Initiatives (AALI)	Lucknow, Dist. Lucknow	A feminist legal advocacy and resource group, Association for Advocacy and Legal Initiatives (AALI) addresses women's issues through a rights-based approach.
Livelihoods	Uttar Pradesh	Medha	Lucknow, Dist. Lucknow	Medha Learning Foundation prepares youth for life after school, by providing them skills-based training, career counselling, workplace exposure and job placement.
Women Empowerment	West Bengal	Kolkata Sanjog Initiatives	Kolkata, Dist. Kolkata	Kolkata Sanjog Initiatives focusses on policy building, empowerment and leadership of survivors of violence and discrimination.
Women Empowerment	West Bengal	Nishtha	Baruipur, Dist. South 24 Parganas	Nishtha functions as a community-focussed, rights-based organisation operating in the South 24 Parganas working for education and empowerment of women.
Education	West Bengal	Samaritan Help Mission (SHM)	Tikiapara, Dist. Howrah	Samaritan Help Mission (SHM) empowers the underprivileged and disadvantaged members of the society, especially women, through community development programmes on education, health and overall development.

## Case Study: Kshamtalaya, Kotra, Rajasthan

### THE TRANSFORMATION OF EDUCATION IN KOTRA

Kotra is a tribal-rural block situated 145 kms away from the city of Udaipur in Rajasthan. The block is home to about 5,00,000 Adivasis, and is nestled amidst the Aravalli hills and the tributaries of the River Sabarmati. The primary occupation of the people in this region is rain-fed agriculture. Further, due to the lack of information, awareness, education and access to fair price trading, there is a substantial shortage of resources, due to which a majority of the locals migrate away from this region in search of opportunities for work.



*Since Bakhel is also a hub for essential commodities and is home to a busy marketplace, a community/public toilet was constructed as an additional facility for travelers and residents alike.*

*Mobilizing the space for learning circles to parents, to gain support for the children.*

Bakhel is a panchayat/village situated within the Kotra block. One of the primary issues faced by the village is its extremely remote location, which has led to a lack of infrastructural development and accessibility that is also embedded in Bakhel's schooling and education system. Prior to the intervention, the school in Bakhel was not able to support the increasing number of students or the different levels of schooling, as the school building had only 3 rooms to seat all the students from classes 1 to

10. The school premises had no playground or open space for the children to play. Hence, one of the primary objectives was to create a designated open space/playground for the students. Kshamtalaya's (Partner NGO) presence and work in Bakhel has enabled a holistic understanding of the situation and context as well as a productive relationship with the local governance, allowing for efficient and effective resolutions to the multitude of problems being faced by the community.





Meeting at Kotra block office.

*Devi Lal Ji has also been supportive during Kshamtalaya's ongoing COVID Relief campaign, by involving himself with delivering information about the importance of vaccinations to the community of Bakhel.*

In 2019-20, the Sarpanch (Village Council Head) of Bakhel, Devi Lal ji, visited all the schools and communities in person, to better understand the issues they faced. When it became evident that one of the primary issues in Bakhel was the lack of school infrastructure, Devi Lal ji decided to dive deeper into the problem, so as to come up with an appropriate solution.

Devi Lal ji organised two meetings with the Sub-Divisional Magistrate of the Kotra block to ensure that 65 children from Bakhel were registered, and could avail of benefits from the Palanhar scheme (a government scheme aimed at supporting children without parents). This scheme provides scholarships and monetary support to children, allowing them access to a relatively stable life. With Devi Lal ji's support, the local Panchayat Bhavan (Government building) was partially converted into a learning centre where children and

adolescents could come to scaffold their learning after school hours.

Further, during the initial days of Kshamtalaya's iDiscover Fellowship Programme, Devi Lal ji also lent his ear to the concerns raised by the Programme Fellows, and supported them in working towards finding viable solutions for the same. These interactions resulted in the construction of clean, hygienic and new toilets for the girls studying in the government school of Bakhel. Since Bakhel is also a hub for essential commodities and is home to a busy marketplace, a community/public toilet was constructed as an additional facility for travelers and residents alike.

Devi Lal ji has always been an active supporter of the School Management Committee (SMC) and has been present at every meeting, prompting and motivating every member to contribute and be regular. Due to his diligence, the SMC has achieved their full

potential by performing all their duties and functions.

As a further result of the aforementioned, a series of training sessions was organised with SMC members of 11 schools from Bakhel and Mandwa villages in collaboration with Devi Lal ji himself.

Even the pandemic could not stop Devi Lal Ji, who supported and endorsed the setting up of hamlet learning circles in the village to ensure that the students' education would not come to a standstill due to the abrupt closure of schools across the country. Devi Lal Ji has also been supportive during Kshamtalaya's ongoing COVID Relief campaign, by involving himself with delivering

information about the importance of vaccinations to the community of Bakhel.

Devi Lal Ji's tenure ended in early 2020, and now his partner Amiya Devi has taken over as the Sarpanch of Bakhel thereby ensuring that Devi Lal ji's vision for the village will be taken forward and realised. When asked about their vision for the village, Amiya Devi and Devi Lal Ji stated the following, "We want every child to be enrolled in school. Therefore, we will ensure that the school in Bakhel transforms into one that offers quality education. We also envision a comfortable and consistent livelihood for the people of Bakhel with enough water to support their agriculture."



*We want every child to be enrolled in school. Therefore, we will ensure that the school in Bakhel transforms into one that offers quality education. We also envision a comfortable and consistent livelihood for the people of Bakhel with enough water to support their agriculture.*



▲ SMC Meeting with the then Sarpanch of Kotra.



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## Partnerships

The Indian development sector is a vast landscape with a large number of causes and NGOs to support. While there are many individuals and organisations eager to invest, they struggle with the dearth of information, time and experience needed, to fully immerse themselves in philanthropy. This was evident even through the last year, as organisations grappled with connecting to NGOs who were in dire need for support during the COVID-19 crisis. As a grant-making organisation, EdelGive pools together the know-how and agency, to build an ecosystem of funding and implementation partners who join hands to tackle some of our society's toughest problems. The aim is to create a development sector ecosystem today, which is healthy and sustainable enough to resolve society's issues of dearth and unequal opportunities in the long run. In working towards doing so, today, EdelGive has transitioned from a grant-making Foundation to a philanthropic asset management platform.



*“In 2019, we embarked on a strategic partnership with EdelGive for our company, Apcotex's, CSR initiatives near our Gujarat plant. EdelGive was extremely effective in selecting the right NGO, identifying the needs of the community and handholding the NGO in implementing the strategic initiatives around water conservation and sanitation. We look forward to strengthening our relationship with EdelGive, with an objective of contributing to communities around our factories and offices.”*

**ABHIRAJ CHOKSEY**

Managing Director  
Apcotex Industries Ltd.



## CUSTOMISED PHILANTHROPIC SOLUTIONS

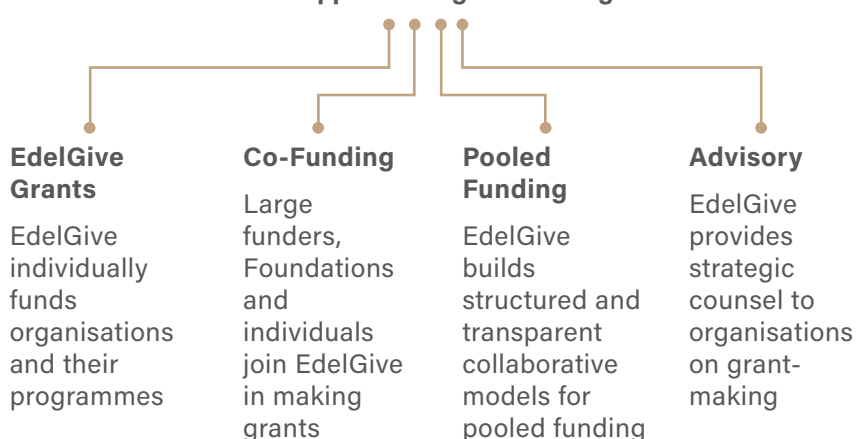
EdelGive Foundation funds and supports promising small-to-mid-sized non-profits around the country – from community organisations to grassroots level initiatives – through a thorough due diligence process. We also have multiple partnerships with international and national funder communities. As a zero-cost philanthropic

advisory platform, we help funding partners, which include corporates, HNIs, family offices and Foundations, define their strategy of philanthropy – from advice on CSR policy/strategy to identifying causes and the communities in need, to mapping innovative funding models. We facilitate the exchange of resources and information and work strategically as an effective intermediary between the for-profit and non-profit sectors.

## A COLLABORATIVE APPROACH

EdelGive is known for its extensive experience and understanding of funding grassroots, and its ability to advise and manage philanthropic funds for a diverse range of donors. Over the last five years, EdelGive has created or supported five collaboratives in education, women empowerment, capacity building, climate, and migration.

### Our approach to grant-making



### The Collaborators for Transforming Education

EdelGive launched The Collaborators in 2016, to support the Government of Maharashtra in addressing persistent gaps in learning outcomes of children in government schools. With a modest beginning in four out of 36 districts in Maharashtra, the programme has expanded to **7 districts, with 8 funders and three non-profit organisations (NPOs), reaching over 1.4 million children in five years.** The programme is collectively supported by Tata Trusts, Sita Devi Malhotra Trust, Great Eastern Shipping, Dallyan Foundation, HT Parekh Foundation, Credit Suisse and Soujanya Colors alongwith Edelweiss Group.

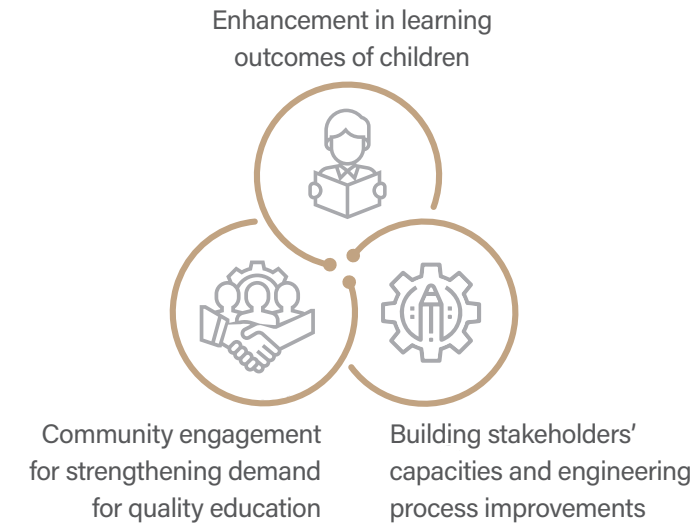


▲ Learning in process for students that form a part of the CTE.

Furthermore, the Government of Maharashtra has signed an MoU with EdelGive Foundation in 2019, for the next five years, with the provision to expand the programme to all districts of Maharashtra.

The Collaborators has also been recognised as one of the most important Public-Private Partnerships (PPP) in Maharashtra. The Coalition has earned the Government of India's recognition for being among the best practices in CSR, and has been presented by the Government of Maharashtra to the Government of India, World Bank and UNICEF.

**The intervention focuses on three specific objectives, using the Constructivism approach:**

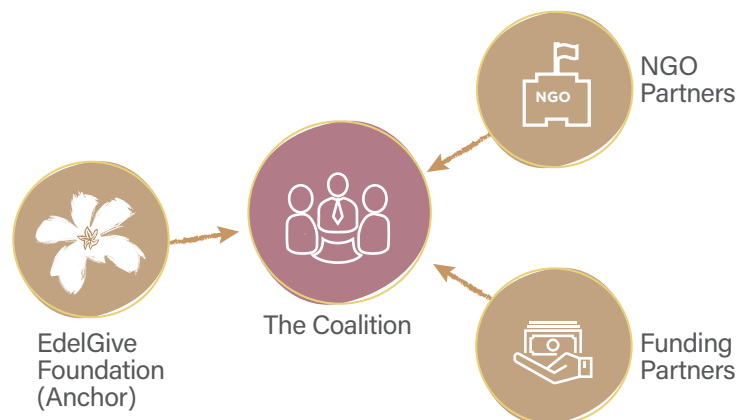


<sup>1</sup> Constructivism is a theory which posits that people construct their own understanding and knowledge of the world based observation and scientific study.

**The Coalition for Women Empowerment**

Driven by its conviction in the 'systems thinking' approach, The Coalition for Women Empowerment was initiated by EdelGive in 2019, bringing together funding and grassroots organisations as stakeholders united by a common mission to facilitate social and economic empowerment of women and girls in India. The Coalition supports initiatives addressing gender-based violence faced by women and girls, enabling grassroot leadership, access to legal justice, rights and entitlements, and employment and entrepreneurship assistance. It focuses on providing 360-degree support

to grassroots organisations, by enabling funding for critical rights-based programmes that are often under-invested, and by investing in institution building for improved effectiveness and efficiency. The CWE is currently supported by **Ford Foundation, Chintu Gudiya Foundation, Forbes Marshall, and The David and Lucile Packard Foundation**, along with a group of prominent leaders from philanthropy, business, media, arts, and public service called The Influencers. The Influencers contribute resources, visibility, and voice to the cause through their work and networks.





### India Climate Collaborative



The learnings from both our ongoing coalitions encouraged and enabled EdelGive Foundation to become a **core partner to the India Climate Collaborative**, a first of its kind initiative bringing together India's top philanthropies to address the increasing and pressing climate crisis in India. EdelGive Foundation brings years of rich experience of working with organisations with a deep penetration at the grassroots, to ICC's enriching technical expertise. With the combined, holistic understanding of the development space from a climate lens, the partnership aims to work towards promoting ecological balance through a co-benefits approach. Eminent global philanthropies like **MacArthur Foundation, Bloomberg Philanthropies, and Oak Foundation**, to name a few, have extended their support to this alliance.

### Migrants Resilience Collaborative



In 2020, amidst the COVID-19 pandemic, EdelGive also became strategic partners to the **Migrants Resilience Collaborative** (an initiative by one of the partners in our investee portfolio, Jan Sahas), a multi-stakeholder collaborative of non-profit, philanthropic, and private sector actors such as **Michael and Susan Dell Foundation, Laudes Foundation, HSBC, Co-Impact and UNDP**, which is focused on ensuring the safe and responsible recovery of migrant families and their livelihoods in India, post COVID-19. The Collaborative will support 10 million workers and their families in 100 districts and cities (across source and destination) over the next 5 years.

### Pay-What-It-Takes



In 2020, EdelGive joined the Pay-What-It-Takes initiative, a multi-year initiative working towards awareness building, strategic guidance, and engaging with NGOs to receive their inputs on building a resilient non-profit sector. The initiative is led by The Bridgespan Group and five anchor partners, in addition to **EdelGive: A.T.E. Chandra Foundation (ATECF), Children's Investment Fund Foundation (CIFF), the Ford Foundation, and the Omidyar Network India**. Each partner believes strongly in the importance of understanding true costs better, and approached the initiative from a different perspective.



*"We are at the receiving end. Benefitting from the services of the migrants. That brings with it a danger of looking at them from just one direction. If we shift the lens and think of the location, we can begin to comprehend the complexities in the first place, even at the source."*

**NAGHMA MULLA**

CEO  
EdelGive Foundation

## The GROW (Grassroots Resilience Ownership and Wellness) Fund



is an initiative developed by EdelGive Foundation with the aim towards building, supporting, and sustaining 100 grassroots organisations across India, over 24 months. In the context of the challenges posed to these organisations during the pandemic, the Fund will be used to create sustainable and resilient organisations by funding capability building needs; core costs and important functions; and future-readiness. The GROW Fund has received support from **Manan Trust, Rohini Nilekani Philanthropies, Bill and Melinda Gates Foundation, A.T.E Chandra Foundation, Rainmatter Foundation, Ashish Kacholia, MacArthur Foundation, Indus Foundation of Utah and Edelweiss Group**, and is poised to garner further support from other Indian and international philanthropies and HNIs.



*“What strikes us about our collaboration with EdelGive is the journey of co-creation they are willing to take. The value of this relationship is in it not being ‘projectivised’, but one at the core of which is mutual learning, exchange and organisational growth. We appreciate their continued encouragement, and the deep respect shown for our ground work.”*

### PALLAVI SOBTI RAJPAL

Deputy CEO  
Utthan



*“The EdelGive team has been working closely with our team to help us identify sustainable NGOs for our CSR efforts and initiatives. We are impressed with their expertise, responsiveness, and quality of work. The team’s always ready-to-help attitude is commendable, and we appreciate their constant support and thank them for their valuable time. We look forward to continuing our relationship.”*

### VISHAL SHAH

Director  
TresVista



▲ The GROW Fund is looking to build and strengthen grassroots organisations across India, over a period of 24 months.

## Udyam Stree – A National Campaign to promote Women Entrepreneurship



Acknowledging the need to address the dismal data gaps and trend of fewer women being an active part of India's economy, EdelGive supported by Children's Investment Fund Foundation (CIFF) has launched the **#UdyamStree Campaign in October 2020**, as an initiative to boost the entrepreneurial spirit in women and gradually create a conducive ecosystem for women to thrive.

With our partner Impact PSD, a detailed research report titled 'Landscape for Women Entrepreneurship' was launched in April 2021, in the presence of **Mr. Amitabh Kant, CEO, NITI Aayog, and Mr. Ram Mohan Mishra, Secretary, Ministry of Women and Child Development, Government of India**, and other dignitaries from the government, corporates

and civil society. Serving as bedrock for a nation-wide campaign for promoting women's entrepreneurship in India, this report has been lauded by prominent members of various stakeholder groups.

UdyamStree's aim is to bridge the gap of awareness around existing government schemes and yojanas, enable more financial literacy, facilitate better access to mentoring, markets and networks for women and most importantly, affect a multi-stakeholder interest and commitment in ensuring an increase in women's entry and retention in the entrepreneurial world.

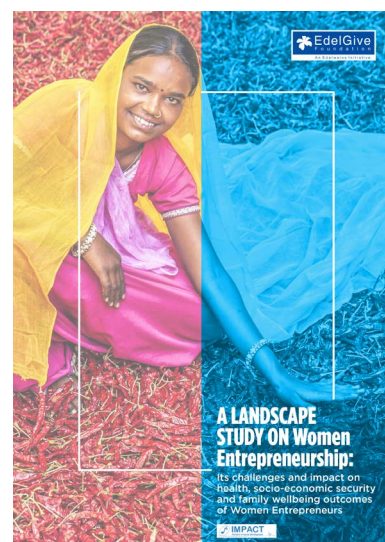
The campaign has been covered actively by different media across India including The Times of India, The Economic Times, Forbes India, India Today, and Hindustan Times.



*"Despite the growth in the number of women entrepreneurs, women continue to face challenges in the form of gender discrimination, household responsibilities and childcare. Access to property is one of the major factors slowing down their growth"*

**SHRI AMITABH KANT**

CEO  
NITI Aayog



*The Landscape Study on Women Entrepreneurship.*



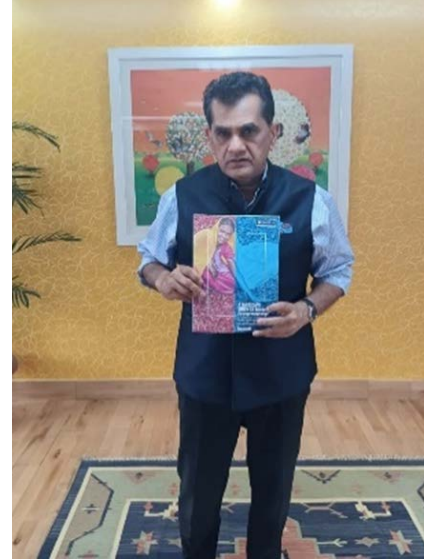
*"We need to graduate from joint-liability groups to individual entrepreneurship. Why do women always have to break the glass ceiling to make a space for themselves? Women came forward, took loans and paid on time, but still, only 6% of women are in the entrepreneurship space. This needs to be changed."*

**CHETNA SINHA**

FOUNDER  
Mann Deshi Foundation



UdyamStree Landscape Study Report launched by Chief Guest of the event – Mr. Ram Mohan Mishra, Secretary, Ministry of Women and Child Development.



Mr. Amitabh Kant, CEO, Niti Aayog facilitated the event as the event chair.

The campaign is also garnering support from government MPs from different states and local district-level regulators, who are key to implementing programmes that encourage rural entrepreneurship for women. Through UdyamStree, we aim to bring forth the stories of entrepreneurial women in India, and the economic and societal challenges they face. Further, we will bring women together to communicate, collaborate and commit to enabling and empowering women across India to follow their dreams of becoming entrepreneurs, nation-builders and change makers in society.



Objectives of the UdyamStree Campaign.



## Case Study: Kshamtalaya, Gogunda, Rajasthan

### THE TRANSFORMATION OF EDUCATION IN GOGUNDA

Gogunda is a town and a block located approximately 35 kms from the city of Udaipur, and is home to about 3,00,000 people from the Mewari and Adivasi communities. It is nestled amidst the Aravallis and is at a higher altitude as compared to the other blocks and villages nearby. Agriculture and manual labour are the two primary sources of income for the inhabitants of Gogunda.



I see a future where all children in this Panchayat have access to learning that is enjoyable. Most importantly, I see parents being active participants in their children's learning.



*Meeting with Sarpanch Kishan Ji, Dadiya Panchayat during the second wave to identify ways to support the community.*

With the onset of the pandemic resulting in the closure of schools and introduction of online learning, Gogunda was one of the many tribal-rural areas that was adversely affected by a sudden halt in the education process. Further, the imposition of a nationwide lockdown led to a sudden increase in the population of small towns proving to be a substantial burden on the limited resources available in the region. Dadiya is one such village amongst the many in Gogunda that has suffered immensely due to the

pandemic and its accompanying hardships.

The Gram Panchayat of Dadiya covers villages and hamlets that are spread out and located at far off distances from one another. Kshamtalaya (NGO partner) has been working in the area since 2017 and has instilled a sense of trust and belief in the local governance and the community, along with a precise understanding of the situation 'on-ground'. These factors have helped to create opportunities

and provide support to the children and the families of the village.

Further, due to the cooperation and support of Kishan ji, the newly elected Sarpanch of Dadiya, Kshamtalaya, iDiscover Fellows and local volunteers have been able to organise and facilitate learning circles for the children of the village. These learning circles have enabled learning through the Integrated Radio Audio Learning Programme that was launched in 2020. Kishan ji provided space in his own house to conduct the learning circles and also remained present to observe, participate and support the iDiscover fellows while they conducted the sessions.

Kishan ji also helped organise the community domain-based project, which worked towards having birth certificates and Aadhaar cards issued for the children in the village, thereby making the children eligible for government-supported scholarships. He has provided Kshamtalaya with his full cooperation at the time of conducting surveys, and distributing rations and safety kits as part of Kshamtalaya's ongoing COVID Relief campaign. Kishan ji's leadership by example, has been a major motivation for the School Management Committee members in the village, and has been a catalyst for the holistic development of Dadiya.

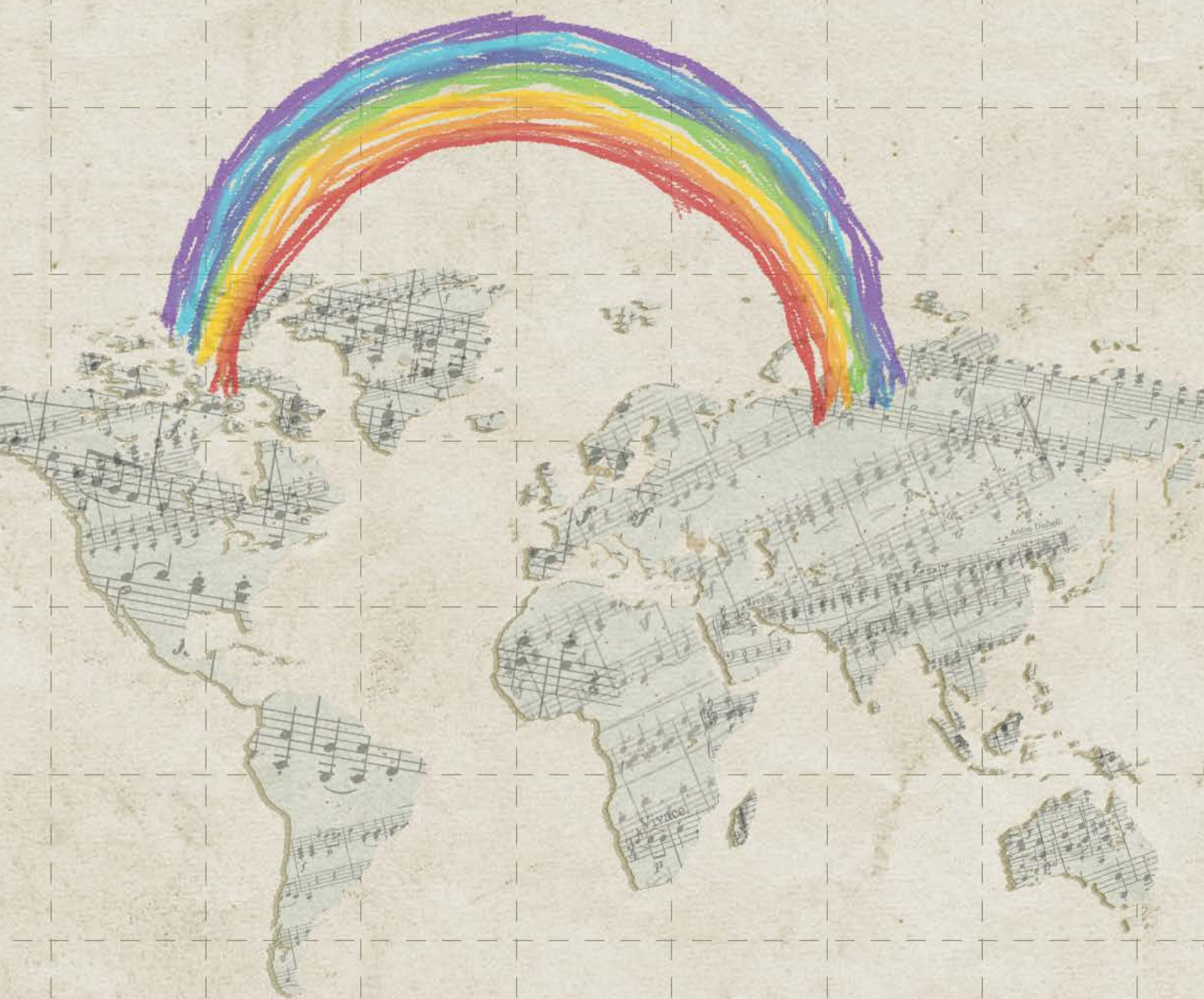
*These learning circles have enabled learning through the Integrated Radio Audio Learning Programme that was launched in 2020.*



▲ One to one interaction between fellow Satish and Sarpanch Kishan Ji Dadiya.



*sharing all the world*



## *Capacity Building and Employee Engagement*

Non-profit organisations work on some of society's most challenging problems. This often leaves them with little to no bandwidth to build their own teams and capabilities. At EdelGive, our mission is to generate holistic growth and capacities for these not-for-profit organisations, to strengthen them, make them resilient and ensure their financial and logistical independence.

We understand that a 'one size fits all' approach to capacity building might not work. Non-profits should have the flexibility to develop their own set of institutional priorities, and methodologies for achieving them. EdelGive Foundation offers them financial and capacity building support for organisational strengthening by focusing on long-term sustainability for their organisations, problem solving and adoption of new technologies and processes. Further, EdelGive is working towards evolving the relationship between non-profits and funders, to enable and give flexibility to these organisations to achieve their true and full potential. We have identified four critical areas that are crucial to an NPO's growth:



Finance and  
Sustainability



Human Resources  
and Communications



Strategy and  
Leadership



Processes and  
Technology



## IN 2021, THROUGH OUR CAPACITY BUILDING INITIATIVES WE HAVE:

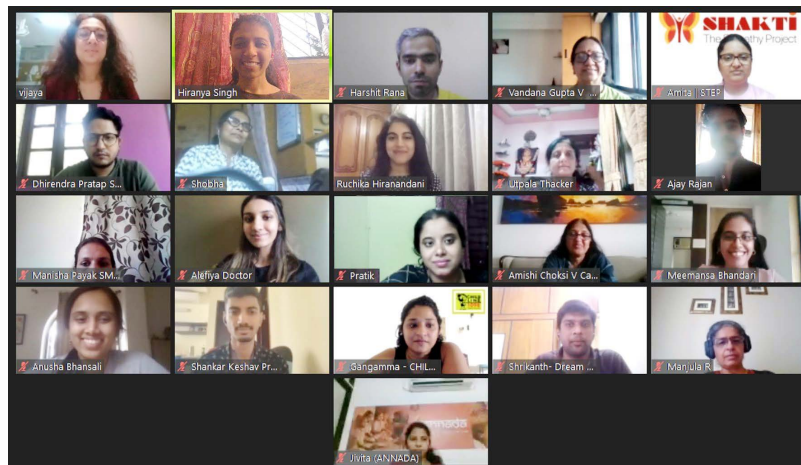


Provided support to 70+ NGOs through various trainings, workshops, intensive support etc., across **11 projects.**



Partnered with **3 Capacity Building agencies** to provide support in the areas of technology adoption, leadership and overall impact optimisation.

Undertaken **4 projects** with partner-NGOs in the domains of financial management, human resources and communications.



Virtual workshop on FCRA Amendments.

Our collaboration with ToolBox India Foundation and Social Lens, connects volunteers from the corporate fraternity to identify and bridge organisational gaps within social enterprises. Senior Edelweiss employees also

have an opportunity to provide one-on-one mentoring to non-profit leadership under direct mentoring.

Capacity building through our Skilled Volunteering programme is an extension of

employee engagement, but with a relatively high level of commitment and investment of time. In addition to this, we have also been offering capacity-building solutions to non-profits who are not our grantees.

## EDEL MENTOR

Enabling reverse learning between senior Edelweiss personnel and non-profit leaders.



*“From field practice to national-level advocacy on laws and shaping feminist discourse in the public domain, we have had the continued support of EdelGive in our work on gender-based violence and women’s equal participation in online spaces. Every instance of collaboration has brought us the affirmation that only friends who trust you and share unconditionally in your dreams can give. Two things stand out in the way leadership works across levels in EdelGive, enabling civil society organisations to confidently explore new horizons in their work; i) their depth of issue-based understanding; and ii) an empathetic and flexible approach to grant-making.”*

**Anita Gurumurthy**

Executive Director  
IT For Change



*“With a journey spanning 20 years together, EdelGive has played a key role in attaining the kind of growth that we are seeing at present. The lives that we have changed to the passion and zeal that forms the heart of a not-for-profit organisation, EdelGive has provided us with relentless support and has enabled us to keep the work going even during times of crisis.”*

**Mamoon Akhtar**

Founder-Secretary  
Samaritan Help Mission (SHM)

## WORKSHOPS ON STRENGTHENING INSTITUTIONAL CAPACITIES OF NPOS

The EdelGive Capacity Building Initiative, in collaboration with Social Lens, Tech4Good and X-Leap was launched with an aim to strengthen non-profit organisations (NPOs) working to empower women both socially and economically, by equipping them with capabilities to effectively achieve their core missions, while also building their institutional capacities.

## A. EdelGive x Tech4Good Spotlight Series ‘21

**The engagement was focused on improving operational efficiency by leveraging technology.**

This initiative involved working with non-profits to set up online fundraisers and set up payment gateways, as well as to establish and run programme management softwares, online data collection tools and stakeholder management systems.

## B. EdelGive x Social Lens Capacity Building Cohort

**Learning funnel to take organisations through the various stages of fundraising.**

This involved ensuring that non-profits understand the sources of funding available, develop sustainable plans and strategies, and thereafter apply fundraising communication, monitoring, and donor relationship management to these strategies.

## C. EdelGive x X-Leap’s Capacity Building Initiative

**Fundamentals of Problem Solving and Data-Driven Decision-Making.**

The initiative involved building awareness around working with both operational and strategic problems, creating clear sustainable models and developing an understanding about how to analyse and utilise data.

EdelGive's employee volunteering programme ranges from short-term, to well-structured systematic donation plans that employees can be a part of, to assist non-profit organisations in overcoming issues of finite resources and sustainability. As per the programme, volunteers are provided with an opportunity to contribute towards institution strengthening, strategy formulation, as well as providing technological assistance to the NGOs.

**Our Corporate Collaborative Philanthropy (CCP) platform** further assists in facilitating volunteering opportunities by maintaining an online dashboard of volunteering hours contributed by individual employees. Over the years, EdelGive has also advised external agencies and partners in adopting similar programmes, guiding them towards integrating volunteering into their organisation's DNA.

## EDELGIVE'S EMPLOYEE ENGAGEMENT MODEL



### Low Systematic Donation Plan (SDP)

Employees can either give at various intervals through their office intranet system or through payroll. EdelGive provides a list of NGOs they can support.



### High Capacity Building

Volunteers work over a period of time (usually three months) to meet requirements identified by an NGO. This can include support on HR training and operational guidance, marketing collaterals, IT support, accounting and financial advisory.



### Medium Field Visits-Immersion Programme

Employees visit an NGO and interact with its target group. At times, they engage in a cleanliness drive, classroom teaching or participate in a donation drive.



### High Direct Mentoring

Edelweiss senior staff provide one-on-one mentoring to an NGO's management staff to develop long-term strategic changes in the organisation.

## IN 2020, EDELWEISS VOLUNTEERING HAS GROWN WITH:



**30** virtual activities including in-kind donation



Across **100** cities and **125** branches of the Edelweiss network



Over **₹30 Lakh** raised through employee donations



**28%** Edelweiss employees engaged in financial and non-financial volunteering over the years



## JUNIOR COVID WARRIORS

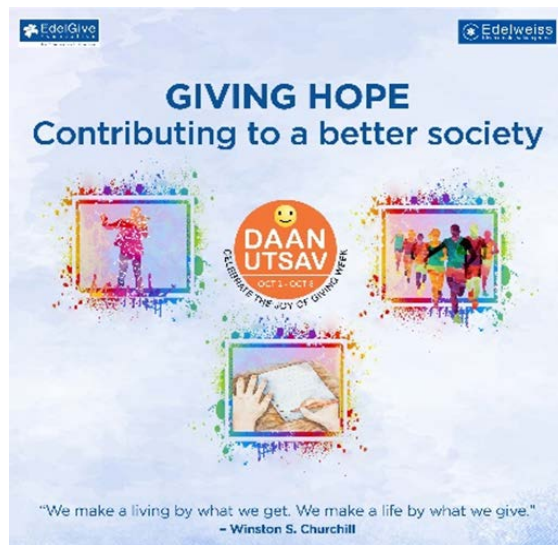
Over 25 Edelweiss employees and their children participated in the Junior COVID Warriors campaign hosted by EdelGive Foundation, in collaboration with Campaign Gratitude. The children were collectively able to raise over INR 2,00,000/- towards supporting our NGO partner Ajeevika Bureau. Matched by EdelGive, the total commitment amounted to over INR 6 lakh.



▲ The Junior COVID Warriors.

## DAAN UTSAV 2020

This year, as part of the Daan Utsav, 44 Edelweiss employees participated in a Virtual Run in collaboration with Giving Tuesday India. Through a Charity Concert with Edelweiss Got Talent 2019 finalists and guest singer Saurabh Nimkar, Edelweiss employees raised over INR 15,000/- for patients suffering from cancer at Madat Foundation. Additionally, 292 employees wrote appreciation letters expressing their gratitude for the efforts of frontline workers.



▲ Daan Utsav 2020.

## VIRTUAL VOLUNTEERING DURING THE PANDEMIC

**Relief Activities & Donation drives:** Volunteers from across Edelweiss have been driving personal initiatives to support those affected by COVID-19, including activities like preparing hot meals for their building security guards, policemen and street dwellers. A few of them went a step ahead and provided early salaries to their house help, as well as conducted awareness drives in their community.



◀ **COVID-19 Fundraisers:** 435 employees across Edelweiss participated in fundraisers for extending COVID-19 support to our partner organisations **CORO India, Jan Sahas, SOVA and Pragati, Koraput**. Over ₹9,00,000/- was raised through payroll giving towards these organisations.



▲ **Festive Season Volunteering Campaign:** 161 Edelweiss employees participated in the Festive Season Volunteering Campaign by donating blankets and books, and by becoming storytellers conducting educational sessions for the children of St. Jude Cancer Care Home and Akshaya Patra Foundation.



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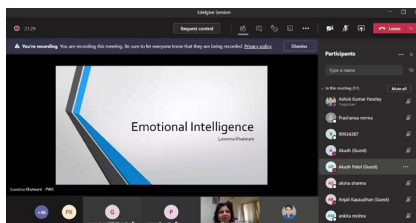
*"I thoroughly enjoyed conducting storytelling sessions for children and youth who could not attend schools and colleges during this difficult period; gave me immense joy and a sense of purpose. The workshop on 'Self-Identity' for the aspiring job seekers supported by NGO Medha was the highlight for me."*

**Pratima Saraf**

Regional Training Manager  
PWA



◀ **Educational Videos for Akshaya Patra Foundation:** 8 employees from Edelweiss volunteered to make educational videos for children from government schools through Akshaya Patra Foundation. These videos helped children to continue their learning in creative ways, even during times of isolation.



◀ **Educational sessions with Medha:** The public wealth management team participated in a year-long skilled volunteering campaign wherein sessions on interview preparation, emotional intelligence, etc., were conducted for over 50 students of NGO Medha.

▲ **Women's day special Sanitary Napkin Donation Drive:** On the occasion of Women's Day, 286 employees from ETLI and PWM raised INR 2,51,501/- during the Sanitary napkin donation drive, in collaboration with Goonj.



◀ **3-Day training program on Capital Market for SHM:** A 3-day workshop on 'Introduction to Capital Markets', was conducted for over 100 students of Samaritan Help Mission, Howrah.



▲ **Agastya Foundation conducted science activities with the children of Edelweiss employees:** Agastya Foundation engaged children of 39 Edelweiss employees in exciting science experiments which the children conducted with things that were available at their homes. This activity was organised to instill a sense of curiosity in the children as regards nature and the world around them. Further, it encouraged the children to spend their time productively.



*"It has always been a keen desire of mine to volunteer, and in the process, share my knowledge. Conducting the session on 'Emotional Intelligence' for the students of NGO Medha was an extremely fulfilling experience. During our interactions, the students came forward and discussed their experiences with me - which helped me learn so much more about how they have dealt with tough situations. I am extremely glad that I could help them with my knowledge. Would love to engage in many more such activities in the future."*

**Loveena Khatwani**  
Executive Vice President  
PWA



*"The exemplary contribution by COVID warriors towards our nation inspired me and my little ones, Tanishi and Raghav, to participate in the Junior COVID Warriors campaign. We salute the commendable task done by our frontline workers as they risk their lives every day to help the nation fight the crisis. We thank EdelGive for giving us an opportunity to serve and support during this difficult time, and thank our contributors towards our fund-raising activity. We, including all the contributors, felt that the hero lies in all of us and every support is pivotal and important."*

**Rajani Bahety**  
Associate Director  
SME Lendings



## Case Study: SOVA, Koraput, Odisha

### ENSURING THE CONTINUITY OF EDUCATION DURING THE PANDEMIC

Approximately 3 years ago, South Orissa Voluntary Action (SOVA), with the support of EdelGive Foundation, introduced a well-strategised initiative to address the issue of low learning levels amongst the children/students in Kotpad - a tribal block of Koraput District in Odisha having low social indicators (i.e. socio-economically disadvantaged).

*These classes were conducted in small groups while maintaining social distance, keeping in mind the safety guidelines issued by the district administration.*



*Learning mathematics using counting beads.*

Just as the initiative was beginning to show quantifiable results with students working hard to cope with the curriculum, the pandemic – along with its consequential hardships – swept the nation. In the context of remote areas like Kotpad, education took a back seat as students were forced to stay indoors and contribute to household work, farming etc. Involving students in education once again, was looking

like a formidable task and the media had begun to forecast high dropout rates for students in rural areas, both during and post the pandemic.

Having identified this issue early on, SOVA, in consultation with its stakeholders and management, conceptualised an innovative programme to re-engage students in the education process with the project staff, village youth and

school teachers volunteering to work for the cause. The strategy was to continue with the Learning Improvement Programme through which the project staff and teachers would conduct classroom sessions after school hours. Further, due to the restrictions on movement, learning related audio content was developed and broadcasted through community radio. For remote areas like Kotpad that do not have access to the radio network, lessons were delivered through Whatsapp recordings provided to the youth volunteers.

Given the limited resources and manpower available, reaching out to 5,662 children from the ages of 3 to 11, located across 62 different villages, proved to be a significant challenge. However, with the support of the District Resource Group and school teachers,

assessment tools were developed to identify children with low learning levels, and with the contributions of the village youth volunteers, 2,161 children scoring below 50% marks were identified for the provision of additional classes.

After obtaining the consent of PRI (Panchayat Raj Institution) members and community leaders, additional classes were commenced in phases. These classes were conducted in small groups while maintaining social distance, keeping in mind the safety guidelines issued by the district administration. Initially, it proved difficult to convince parents to send their children for the additional classes in the wake of the pandemic, and the first few classes saw an attendance of only 2-3 students per class. However, as time went on, students began to pour in to these additional classes.

Using learning materials and mathematical tools, the children were taught in the local tribal language, making it easier for them to understand and practice. Further, the use of audio content helped the students understand the lessons better. When certain doubts of the students persisted, SOVA would record the queries of the students and send these recordings to the District Resource Group so that the said queries could be resolved.

Over last few months, the education levels of the students has been brought up to standard with the 'in between' assessments reflecting that 1,246 children are now able to achieve competency in language, mathematics and science. Most importantly, these children were kept within the net of the education process.



▲ Home-based learning in action.



▲ Explaining three dimensional structure through TML.





**UDYAM  
STREE**  
An Initiative by EdelGive Foundation

Advancing Women  
Entrepreneurship  
across India

**CALL FOR A UNITED INDIA**

**Farm protesters cross Red Fort**

**A BROTHERHOOD OF MAN**

**Thousands of farmers reach  
Delhi, oppn supports stir**  
Agitation, Will Join If Needed, Says Sena

**Empowering women to fight for  
rights, equal opportunities and dignity**

हिंसा मुक्त समाज  
प्रतिটি নারীর অধিকার  
EdelGive Foundation

**A BIG SALUTE TO CORONA WARRIORS**

**देश बोला 'जय किसान'**  
उत्तरेको • तबिये जागे • राउतको रूप • बाजार रत आशिक बढ

**INDIA WAKES TO LIFE & FREEDOM**  
Nation takes pledge of dedication to service of mother  
**Historic Session Of Birth Of Pakistan Announced In History**  
**hindustan**  
**RAINBOW NATION**

**VERDICT AGAINST POLITICS OF HATRED**  
**NOW LEGAL IN INDIA; SC STRIKES DOWN**  
Supreme Court on Thursday unanimously decriminalised part of the  
penal code, which criminalised consensual 'unnatural sex'

**First India**  
**JAI HO! WOMEN COMM**  
APPEALS COURT SAYS WOMEN SHOULD NOT BE COMBINED WITH  
ARMY OFFICERS FOR RECRUITMENT COMMISSION FOR ALL



## *Response to COVID-19*

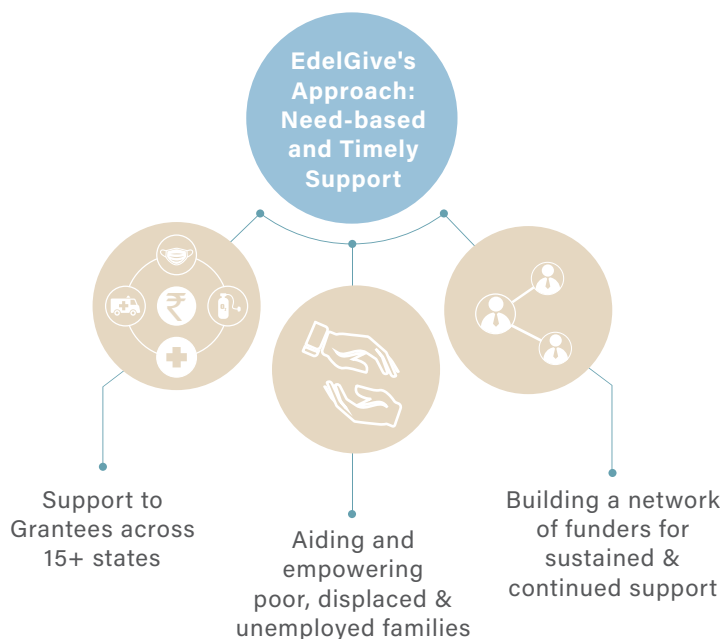
The pandemic has exposed the immense vulnerabilities of the less privileged in India. While daily wagers were left dependent on charity, migrants walked home, communities faced shortages of everything from rations to medicines and the entire population watched, as a health and humanitarian crisis swept across the country. Through the crisis, it has been our grassroots network that has risen to the occasion and addressed every challenge that has come their way.

At EdelGive, we have continued to support this network that is committed to the last mile delivery of support for those most in need.

- ◎ In FY21, we funded and raised over ₹100 Crores for COVID-related work – direct relief, addressing the migrant's crisis, and rebuilding lives and livelihoods affected by Cyclone Amphan.
- ◎ EdelGive also became a founding signatory to the *Common Charter for the Indian Donor and Philanthropic Community* – an initiative created to offer collective support to NGOs, signed by some of India's leading philanthropies such as Ford Foundation, Wipro Limited, Rohini Nilekani Philanthropies, and Oxfam India.
- ◎ Edelweiss employees collectively raised ₹32 Lakh to support COVID-relief initiatives.

With the second wave hitting the country, declaration of emergency lockdowns, curfews, acute shortage of oxygen, and the limitations of our infrastructure to address the magnitude of the problem, we have sensitive communities across the globe joining us in battling the crisis. The nationwide lockdown has not only had an adverse impact on already distressed communities but also the grassroots organisations who continued to work with such communities while barely managing to survive themselves. We fear that organisations and the communities they serve will only be pushed further to the brink.

In these times of uncertainty, it is our mission to ensure that the relief measures trickle down to the grassroots, for the vulnerable communities who need it the most. Thus, at EdelGive, we are looking at COVID relief through both short-medium and long-term approaches.



*"I thoroughly enjoyed conducting storytelling sessions for children and youth who could not attend schools and colleges during this difficult period; gave me immense joy and a sense of purpose. The workshop on 'Self-Identity' for the aspiring job seekers supported by NGO Medha was the highlight for me."*

**Pratima Saraf**

Regional Training Manager  
PWA



*"The EdelGive team has been excellent in understanding and supporting us from day 1 of our program in Gadchiroli and Amravati in Maharashtra. They have constantly provided moral and technical support, helping us navigate through all the challenges we were faced with, and in bringing the process to a successful conclusion. In fact, working with EdelGive has not only given us confidence to deliver but has given us what feels like another member of our team with a genuine desire to see us succeed."*

**Arun Poddar**

Director  
Kaivalya Education Foundation (KEF)

## SHORT- MEDIUM TERM APPROACH:

In the short term, EdelGive will continue to work with our grassroots partners, to provide immediate relief support to the communities in need of the following activities:

- Provision of ration kits, medicines, nebulizers, ambulance services, PPE Kits.
- Provision of oxygen to patients and assistance in arranging supply for critical patients.
- Awareness generation on vaccinations and entitlements.
- Collaboration with Government administration for coordinating relief work.
- Mental health resource support.

## LONG TERM APPROACH:

Based on the learnings from the first wave and understanding the challenges that our grassroots organisations are themselves facing, EdelGive Foundation will focus on the expansion of The GROW (Grassroots Resilience Ownership and Wellness) Fund, our recent one-of-a-kind collective of global and Indian philanthropists, working towards jointly supporting and sustaining 100 grassroots organisations across India, over a period of 24 months.



*“EdelGive Foundation uses a long term and systemic change approach over symptomatic short term work. The Foundation has efficient systems for measurement of progress, great sharing and learning platforms for all stakeholders and it offers a lot of freedom to partners to explore innovative ideas for creating impact. Within a short period of time, EdelGive has become one of the prominent foundations in the country. This has been possible due to the effective leadership and the spirit displayed by the EdelGive team towards its partners and stakeholders of the programmes at large.”*

**Ashok Pingle**

Program Director  
Gyan Prakash Foundation (GPF)



COVID Relief activities underway.



## Case Study: Torpa Rural Development Society for Women, Torpa, Jharkhand

### OVERCOMING THE ADVERSITIES OF THE PANDEMIC THROUGH INNOVATION AND ENTREPRENEURSHIP.

Cristina Herenj is a 25-year-old Mundari tribal woman from Patraupur village located in the Torpa block of the Khunti district. A true example of grit and courage, she beat all the odds to establish her own micro-business selling vegetables, and thereby reduce the financial burden on her family. The Patraupur village of Diyakel Panchayat is situated 13 kilometres away from Torpa block, between Torpa & Muruhu Road. This village has 42 tribal households with agriculture being their major source of livelihood.

*Most often, SHG's work towards encouraging savings and credit worthiness among its members, but in the present scenario, they played a crucial role in restoring the livelihood of a group member, which is a fantastic example for others SHG groups to follow.*



Cristina Herenj procures vegetables for sale during the COVID-19 pandemic.

Cristina is part of a 10-member-family, out of which only 4 earned an income on a regular basis. In addition to her income-generation activities, Cristina's responsibilities also included taking care of the domestic household chores and raising her children. Initially, she along with the other female members of her family established a small hotel in Patraupur village that was open two days a week. However, upon observing the

business's potential for growth, Cristina decided to expand her business to also include small grocery shops.

The implementation and expansion of Cristina's entrepreneurial ventures was made possible pursuant to the micro-business skill training she was provided with by the Torpa Rural Development Society for Women (under EdelGive's Livelihoods initiative).

She is also associated with an SHG group called Ujala SHG, and through them, she has received additional entrepreneurship skill training on commencing and managing micro-businesses. As a result of the above, Cristina is now financially independent and can provide for her family on a regular basis.

The COVID-19 pandemic that caused disruptions all over the globe also made its presence felt in the remote tribal communities from the Torpa and Rania blocks. Fearing the rapid spread of the virus, the central government issued guidelines for a nation-wide lockdown on 24th March 2020. As per the guidelines, only shops selling essentials goods were permitted to function. Accordingly, Cristina was forced to shut down her micro-business, which, in turn, resulted in the deterioration of her family's financial situation.

Cristina was not willing to give up on her aspirations, and sought the assistance of TRDSW to find viable business opportunities that would ensure a steady flow of income for herself and her family. Upon conducting research and assessing the situation, the TRDSW team discovered that vegetable produce was available in bulk in the surrounding villages

and that this produce also came under the essential commodities category of the government's directives/guidelines, thereby allowing Cristina to conduct her business without the fear of another lockdown or the imposition of further restrictions. With the TRDSW programme staff's invaluable advice and assistance, Cristina was able to identify a potential micro-business that would be viable even during the pandemic and lockdown.

Cristina was now ready to commence her vegetable vending business but needed financial support to get the same off the ground. The lockdown had dried out her savings, and she was struggling to run her household. Through her association with the SHG group, Cristina was able to avail a loan of INR 3,000/-, enabling her to commence her business. Most often, SHG's work towards encouraging savings and credit worthiness among its members, but in the present scenario, they played a crucial role in restoring the livelihood of a group member, which is a fantastic example for others SHG groups to follow. Further, TRDSW aims also to strengthen the SHGs' existing capacity so that group members can take up any

business opportunity, even during an emergency.

Further, it was not easy for Cristina alone to handle the vegetable business due to the additional responsibility of managing her household. Her husband played an equally important role by taking care of the household responsibilities during the pandemic. This balance of gender roles can be seen in every tribal community family.

Cristina procured the vegetables from the nearby village of Tapkara, and sold them at the market between 8 a.m. to 11 a.m. as per the government-issued guidelines for essential commodities. She then transported the remaining vegetables to the surrounding villages on her scooty. Cristina managed to earn a net profit of INR 500/- to INR 600/- per day, and approximately INR 15,000/- per month. "Earlier, my income was barely enough to meet the household requirements," she says, "Now, I earn more than whatever I along with my family members earned before. I can now meet all the requirements of the household, and I am also thinking about expanding my business to sell bamboo handicrafts art as well as establish my own shop."



◀ Cristina Herenj shares her entrepreneurship experience during the Mahila Divas event at TRDSW.





I hope someday you will join us



## *Building Networks and Knowledge Sharing*

For us at EdelGive Foundation, communication acts as a conduit for deeper dialogues and deliberation. We are actively engaged in a range of exciting partnerships with an emphasis on emerging as an organisation focused on knowledge creation for the sector.

Our long-term focus is to evolve a development sector ecosystem that is educated, well-informed, and can effectively serve the communities that need its assistance the most. This year, between our philanthropic objectives and the needs of our non-profit partners, we were also committed to contributing to the dialogue between all the stakeholders in the sector. To effectively play our role, we find ourselves asking the following questions: How do we communicate proactively and regularly with our NGO partners about our decision-making? How do we provide our NGO partners a platform to voice their concerns? More importantly, how do we commit to actively listening to our NGO partners, especially to those that work with the most excluded communities?



*“In 2020 – 2021, EdelGive was at the centre of several fantastic partnerships between corporates and NGOs, where quick decision-making and empathy drove more than INR 100 crores-worth of relief, thereby ensuring that millions of people received essential help and support. Our 50+ grantee partners adapted their teams and resources to meet the urgent requirements, even while they put their own health and wellbeing at risk”*

**NAGHMA MULLA**  
CEO  
EdelGive Foundation

## EDGE 2020

EdelGive Foundation's annual conference i.e. EDGE 2020, set out to find solutions to issues that disproportionately affect marginal sections of society, particularly migrant workers, children and women.

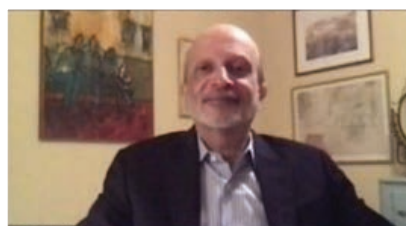
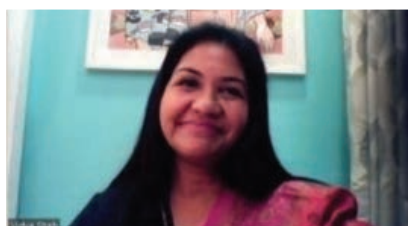
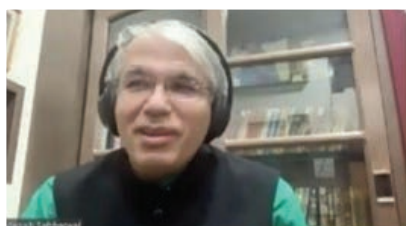
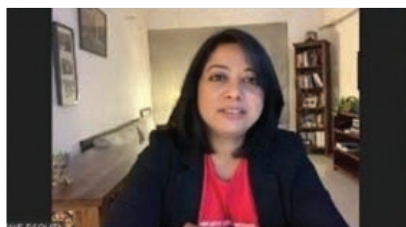
Centred around the theme of 'Hope', EDGE 2020 brought to the forefront stories of

human resilience, grit and compassion that have impacted the deepest levels. It brought together primary stakeholders, corporates, NGOs and Foundations who explored first-hand accounts of the migrants' crisis, learning loss and struggles faced by children and women, and deliberated on the

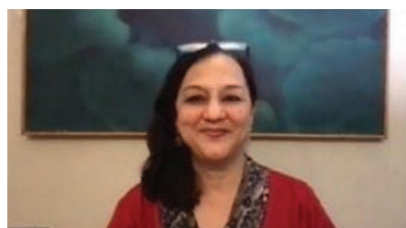
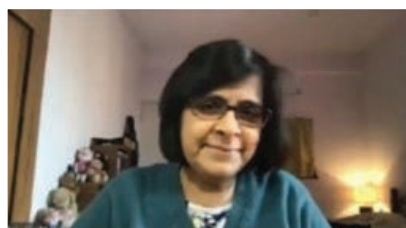
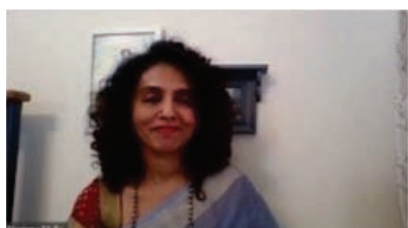
difficult but warranted journey of rebuilding that lies before us.

Rohini Nilekani, Nandita Das, Faye D'Souza, Anita Dongre, Manish Sabharwal, Ashish Dhawan and several other eminent speakers from the sector were part of the discussion.

[Watch all the discussions here](#)



**IN SEARCH OF NEW LIVES:** *Recognising dignity for Livelihood.*



**WHOSE VOICE IS IT ANYWAY?** *Building for Gender Narrative.*

## RESEARCH AND LEARNING

### EdelGive Hurun India Philanthropy List and Report 2020

In 2020, to better understand philanthropic giving in the country from a data and an evidence point of view, EdelGive Foundation partnered with Hurun Research Institute to release the EdelGive Hurun India Philanthropy List and Report 2020. The report is not only significant in showcasing the top 100 most generous individuals in India, but also

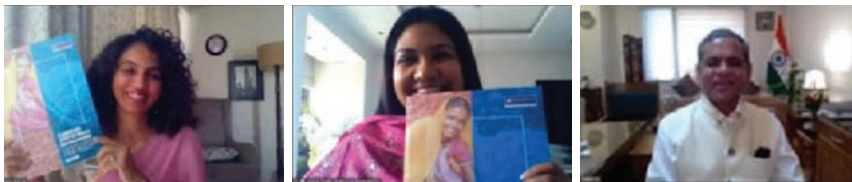
throws light on the sectors and geographies that are at the receiving end of this giving. The report showcased the most favoured thematic areas for funding, city-wise contributions and most generous women philanthropists. Further, through the report, EdelGive and Hurun India aim to bring to notice the strength of the social sector and access areas which require further aid and assistance.



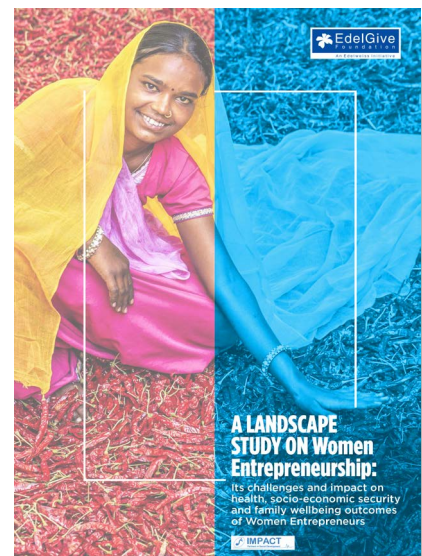
EdelGive Hurun India Philanthropy Report 2020.

### Launch of A Landscape Report on Women Entrepreneurship

EdelGive commissioned a report to understand the Landscape of Women Entrepreneurship, by identifying the challenges and opportunities that women entrepreneurs face in India, and the solutions which can encourage further participation of women in entrepreneurship. The Landscape Study was launched by Mr. Ram Mohan Mishra, Secretary, Ministry of Women and Child Development.



UdyamStree Landscape Study Report launched by Chief Guest of the event – Mr. Ram Mohan Mishra, Secretary, Ministry of Women and Child Development.



The Landscape Study on Women Entrepreneurship.

## THOUGHT LEADERSHIP AND MEDIA

EdelGive is present on governing boards of global agencies, and has a presence on discussion platforms like Asian Venture Philanthropy Network (AVPN) and Empower Families for Innovative Philanthropy (ERFIP). To

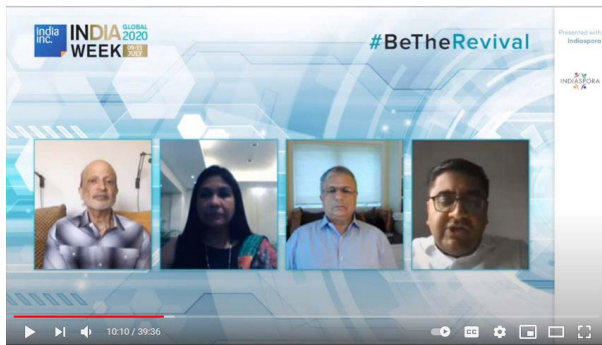
nurture the ecosystem of giving by energising and influencing philanthropic support for need-based, credible grassroots work, we host roundtables and discussion forums bringing together multiple stakeholders on a common platform.

Through conversations and communiques, EdelGive's ecosystem initiatives help generate opinion and understanding of the sector, build a repository of information, and influence collaborative, philanthropic action.



EdelGive participated in several conversations on themes ranging from accountability of philanthropy in times of COVID-19, collaboration for collective impact etc. on platforms such as **Indiaspora, Samagam, Arthan, T4 Global Teacher Network, WINGS Forum, RISE World Summit, AVPN, Global Compact Network India**. We also hosted **At The Same Table™ (ATST)**, an equal platform for free and frank discussion on issues and ideas that collectively concern the funding community on:

1. **'Strengthening Social Enterprises in India' - in partnership with FICCI**
2. **'The National Education Policy - New Pedagogies and New Pathways'**



*Vidya Shah, Executive Chairperson, EdelGive Foundation, reflected on the pathways to strengthen the influence of civil society in India at Charcha 2020.*

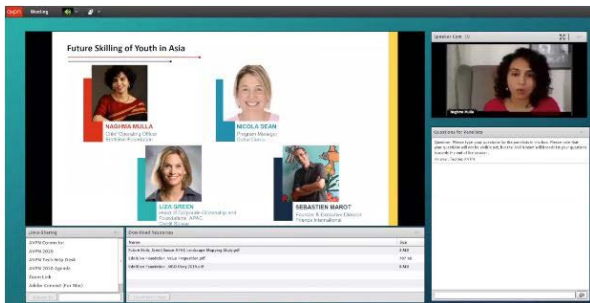


*Vidya Shah, Executive Chairperson, EdelGive Foundation, shared three critical lessons that she learnt as a philanthropist in her keynote speaker address at the Indiaspora Philanthropy Summit 2020.*

*Vidya Shah, Executive Chairperson, EdelGive Foundation, deliberated on Global Diaspora Response to COVID-19 at the India Global Week 2020 hosted by India Inc.*



*Naghma Mulla, CEO, EdelGive Foundation, was in conversation with Anjali Makhija, Madhura DasGupta Sinha, Shaili Chopra and Siddharth Vaze as they deliberated on 'Reconfiguring Gender Solutions', at the 4th Gender Equality Summit 2021.*



Naghma Mulla, CEO, EdelGive Foundation, moderated the session on 'Future of Youth Skilling in Asia', where speakers reflected on plausible solutions that be reworked for the future we wish to build.



Naghma Mulla, CEO, EdelGive Foundation, spoke at 'The Migrant in Me' panel discussion hosted by Ananta Aspen Centre.

**« A WEBINAR ON »**

**Replicable Livelihood Opportunities During & Post COVID-19**

**Keynote Speaker**

Shri S. M. Vijayanand (Retd. IAS)  
Former Chief Secretary, Kerala,  
Former Secretary, Ministry of Panchayati Raj, GOI.

**Participants:**

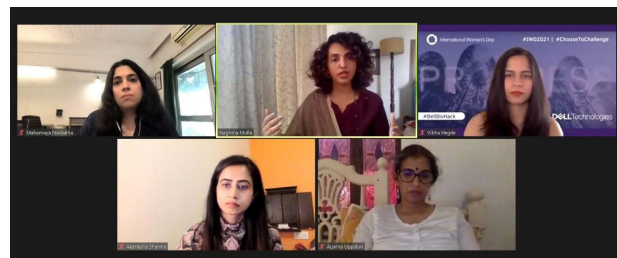
- Mr. Rajesh Prabhakar Patil  
IAS, State Mission Director,  
Odisha Livelihood Mission.
- Smt. R. Vimala  
IAS, CEO, Maharashtra State Rural  
Livelihoods Mission (Umed).
- Shri. Sajith Sukumaran,  
COO, National Resource Organization,  
Kudumbashree-NRO.
- Mr. Raghunathan Narayanan  
Vrutti.
- Mr. Mamoon Akhtar  
Samaritan Help Mission.
- Mr. Prabhakar Adhikari  
Pragati, Koraput.

**7th August | 5 PM | Register on: [NexusOfGood.org.in/events](https://NexusOfGood.org.in/events)**

EdelGive Foundation in collaboration with Nexus of Good organised an insightful webinar on Replicable Livelihood Opportunities during and post COVID-19.



**Launch of FICCI FLO - Empowering the greater 50%:** Supporting the need for Women's Entrepreneurship in India, Rashesh Shah, Chairman & CEO Edelweiss Group and Vidya Shah, Executive Chairperson, EdelGive Foundation, stress on the need for women to have continued access to capital, an enabling environment and other resources.



We were also present on key panel discussions across media channels this year, including reputed platforms such as **CNBC TV-18, ET Now, Zee Business, Forbes India, The Economic Times, The Times of India, The Hindu Business Line, The Indian Express and India Development Review.**

**idr**

ABOUT SECTORS EXPERTISE THEMES HUMOUR FEATURES

PHILANTHROPY & CSR April 2, 2020

## How to approach your funding during COVID-19

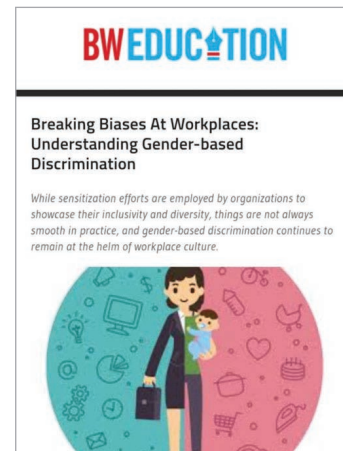
Drawing on the knowledge of nonprofits working at the grassroots, here are four approaches for funding agencies aiming to contribute to the COVID-19 relief work.

Drawing on the knowledge of non-profits working at the grassroots, Naghma Mulla, CEO, EdelGive Foundation, has highlighted four approaches to help you think through how and where you direct your COVID-19 funds.





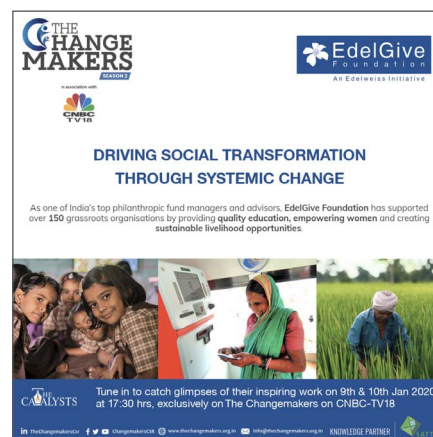
Naghma Mulla, CEO, EdelGive Foundation, in conversation with Shereen Bhan, CNBC-TV18's Managing Editor and Ankit Vyas of Oxfam India, discusses the recent survey released by Oxfam highlighting the current educational challenges at the ground level.



Breaking Biases at Workplaces: Understanding Gender-based Discrimination by Naghma Mulla, CEO, EdelGive Foundation, published in BW Businessworld.



EdelGive Foundation featured on CNBC TV 18 Changemakers (Season 2) that highlights major stories of change.



Ahead of International Women's Day, YourStory celebrated Indian women philanthropists who have created social impact during the ongoing COVID-19 pandemic. Vidya Shah, Executive Chairperson, EdelGive Foundation, was featured alongside Sudha Murthy, Rohini Nilekani, Neeta Ambani and Malini Saba.





◀ Funding for both non-profits and companies has been severely affected by the COVID-19 crisis. To survive, it is important that they find common ground to work together. Vidya Shah, Executive Chairperson, EdelGive Foundation, writes in her article for IDR online 'Supporting non-profits beyond the crisis'.



▲ Naghma Mulla, CEO, EdelGive Foundation, shared her views on the Migrants Resilience Collaborative (MRC) and EdelGive's resolve to support the initiative through its course.



▲ EdelGive gets featured in the Millennium Post - An article by Anil Swarup, Author.



◀ Vidya Shah, Executive Chairperson, EdelGive Foundation, explores the new paradigms of social funding in this article as featured in the Hindu Business Line.

## Case Study: Sanjog, Kolkata, West Bengal

### THE POWER OF DIGITAL MEDIA

The unexpected COVID-19 pandemic left the members of all existing Self-Help Groups (SHGs) of North and South 24 Parganas confined within the four walls of their houses. The usual SHG meetings were cancelled due to the lockdown. Households experienced increased mental and financial tensions, primarily due to a loss of livelihoods and the sudden reduction in family income.

*We want a world free of violence against women and children; a world where political leaders prioritise health and welfare of their people and ensure rights and entitlements. We want a future that brings equal opportunities and the right to live with dignity and honour.*



SHG members within Sanjog's network.

The lockdown restricted attempts at communication between the SHG members to discuss the emotional upheaval, financial struggles and dearth of basic provisions that they were experiencing during the pandemic. Accordingly, the SHG members began expressing their desire to connect with each other to mitigate the adversity and feelings of helplessness.

"In April, we felt that we should re-establish contact with our survivors,

so we began making conference calls, just to understand their conditions. These calls gave relief, both to the survivors and to us," said Soma Sarkar, a social worker. The SHG mentors from community-based organisations working both in North and South 24 Parganas, came up with the innovative idea of resuming SHG meetings through digital platforms. "The lockdown was deteriorating the mental health of the survivors which was so painstakingly built through months

of consistent effort," pointed out Susmita Mondal, a social worker from BBSS. "These conference calls and Zoom calls reassured them, and served as a reminder that they had not been deserted during this time of crisis." These calls acted as a much-needed platform for the survivors for sharing thoughts and feelings. In fact, this communication was also used to clear survivors' roadblocks and difficulties.

With no means of earning a livelihood, the survivors' food stocks and cash reserves were at an all-time low. Susmita Mondal, a social worker from BBSS recalled, "One of our survivors accompanied a pregnant woman to the hospital to assist her, just to earn INR100/-." Others took up babysitting and worked as domestic help just to earn enough to afford a handful of rice. Given this dire scenario, accessing support from the government was necessary and crucial for their survival, but was also their right. BBSS Social Workers reached out to the survivors over the phone, and then approached the Block Development Officer (BDO) to enquire about the process for applying for government support during the lockdown. Through the efforts of the BBSS team, 8 of the 13 survivors received support from the government in the form of INR 20,000/- as compensation, albeit under a compensation scheme for cyclone Amphan.

During the lockdown, courts remained closed and ongoing matters were brought to a standstill. Significantly, proceedings related to compensation for victims of domestic violence were also halted as they were not deemed 'urgent matters.' Several survivors were left stranded and in dire need of additional funds. Accordingly, the partner NGOs connected the survivors with their lawyers over video calls, enabling the lawyers to brief them about the current status of their cases. Further, the terms of monetary compensation granted by the government mandated that 75% of the compensation be deposited in a fixed deposit, while the rest is given in hand. In view of the financial struggles caused by the pandemic, Project Shakti advocated for the entire compensation to be handed over to the survivor in cash, as the availability of ready cash could save their lives, and the lives of their families. Based on this, the State Legal Services Authority passed an order to make the entire compensation available to survivors.

### **'If the future could be anything, what would you imagine it to be?'**

We asked leaders from our partner Utthan (Partner organisation) the following question - "If the future could be anything, what would you imagine it to be?"

Most of the Utthan Leaders stated that they wanted Utthan to become a symbol for the fight against exploitation of, and violence against women. They joined voices to state, "We want a world free of violence against women and children; a world where political leaders prioritise health and welfare of their people and ensure rights and entitlements. We want a future that brings equal opportunities and the right to live with dignity and honour."



▲ Rebecca and Sarifa getting an FIR drafted and registered against traffickers.



and the world  
will live as one





## Board of Directors



**Deepak Mittal**

*CEO, Credit,  
Edelweiss Group*

Before taking over as CEO of Edelweiss Tokio Life Insurance, Deepak, for over a decade, was playing a key role in scaling up the Capital Markets business for Edelweiss. Deepak has been the 'point person' for many new Edelweiss initiatives, including playing a key role in starting and scaling the Treasury business and starting the Wholesale Credit business. During his stint as the Chief Financial Officer of Edelweiss Group between 2007 and 2009, Edelweiss Financial Services had a successful IPO and also entered the retail financial services sector, through the strategic acquisition of Anagram Stock Broking. He was also instrumental in shaping up the joint venture with Tokio Marine of Japan for entering the life insurance business. A Chemical Engineer from IT-BHU and an MBA from Indian Institute of Management, Ahmedabad, Deepak is passionate about developing talent. He is a voracious reader and an avid traveller.



**Kunal Shroff**

*Managing Partner,  
Chrys Capital*

Kunal has been with Chrys Capital since November 1999 and is the Managing Partner at the firm. He manages the organisation, leads the client relations function and also plays a critical role across all sectors, overseeing and assisting the various sector teams. Kunal was previously at Chilton Investment Company where he covered technology stocks, and at Goldman Sachs in their principal investment area in New York where he focussed on private equity and mezzanine investments. He received his BS in Computer Science with magna cum laude honors from Cornell University.



**Rati Forbes**

*Director,  
Forbes Marshall Group*

Rati Forbes is Director of the Forbes Marshall Group and heads the Forbes Foundation. She has been recognised for her social initiatives both within the company and in the wider world. She chaired Confederation of Indian Industry's western region cell for social development, whose main objective is to sensitise corporate entities to their social responsibilities. She also serves on the boards of several foundations and non-profits across India. Rati graduated in Psychology with Honors and Sociology from the University of Mumbai and has also taken special courses in human resources, organisational behaviour and strategic philanthropy. Rati also holds a Masters in Sustainability Management and Leadership from Cambridge University.



### **Vidya Shah**

#### ***Executive Chairperson and Board Member***

Vidya Shah is the Executive Chairperson of EdelGive Foundation, an organisation set up by Edelweiss Group in 2008, with the aim of funding and building the capacities of grassroots organisations across India.

With over three decades of rich industry experience, Vidya has channelled EdelGive's structure of giving to include both financial and non-financial support to over 150 grassroots organisations, scaling their budgets, impact, and reach, exponentially.

She also serves on the boards of various prominent Civil Society Organisations such as Akshaya Patra Foundation, Agastya International Foundation, Janaagraha Centre for Citizenship and Democracy, Centre for Social Impact and Philanthropy at Ashoka University, Olympic Gold Quest, Mann Deshi Foundation, and the Indian School of Public Policy. She is also a member of the Governing Board of the Indian Institute of Management, Udaipur. Additionally, Vidya is also on the board of several international organisations including WINGS and Empower Families for Innovative Philanthropy. Most recently she has joined the Asia Gender Network, a group of members curated by AVPN, committed to changing the future for Asian women and girls.

She spent the first 11 years of her career in the field of investment banking with companies like ICICI, Peregrine and NM Rothschild. She joined Edelweiss in year 2000 and was its Chief Financial Officer until 2007.

Vidya holds an MBA degree from the Indian Institute of Management, Ahmedabad.



### **Naghma Mulla**

#### ***CEO and Board Member***

Naghma currently serves as the CEO of EdelGive Foundation. She is also a Director on the Board of the Foundation.

Over the last decade of her association with EdelGive, Naghma has driven the vision of the foundation, strengthening its core principles of collaborative philanthropy; and transforming it from a grant-making foundation to a philanthropic asset management platform, today.

A trained Chartered Accountant, Naghma has a decade long career in the development sector. Over the years she has forged valuable partnerships with diverse international and Indian stakeholders. A strong advocate for collaborative philanthropy, she has been the brainchild for innovative collaborations in Education, Migration, Women, Climate and Capacity Building.

In addition to her role at EdelGive, Naghma is also General Board Member at Goonj, a part of the core committee at India Climate Collaborative and provides strategic guidance to the operationalisation of the Migrants Resilience Collaborative, the largest migrant collective in the world. She is an Advisor to One Future Collective, a feminist youth led not for profit organisation, and an Advisory Council Member to Social Lens.

Naghma is a Chartered Accountant from the Institute of Chartered Accountants of India and has a Master's Degree from Pune University.



# Team

## INVESTMENT



**Atul Gandhi**

*COO, EdelGive Foundation*

Atul comes with over 15 years of experience in the development sector. Before joining EdelGive, he has worked with organisations like Mahatma Gandhi Institute of Medical Sciences, Pathfinder International, TISS on programmes supported by USAID, Aga Khan Foundation, BMGF, and The Global Fund to Fight AIDS, TB and Malaria in the areas of Public Health. Additionally, he has strategically led development of M&E plan, designing computerised MIS application, benchmarking and impact assessment for several organisations.



**Ahmad Bari**

*Senior Portfolio Manager - Women Empowerment*

Ahmad actively manages strategy and civil society partnerships for gender related work at EdelGive. He has been working with grassroots partners to execute EdelGive's gender investment strategy and simultaneously support partner's institutional, strategic and programmatic development. His work involves internal and external stakeholder management for gender related work, and is a key contributor to special projects in the Foundation. He has earned his M.Phil. in Inclusive Development and Social Justice from Tata Institute of Social Sciences, Mumbai.



**Vijayata Verma**

*Senior Lead - Livelihood*

Vijayata is responsible for the strategic development and management of the Livelihoods portfolio. Her role envisages scoping of new NGOs with strong community connect, conducting due diligence to enable grant making, grant management and providing support to partner organisations for their overall development. She has previously worked with Action for Ability Development and Inclusion (AADI).



### **Paramita Ghosh**

#### **Senior Lead - Education**

Paramita leads the Education portfolio and her role includes developing strategy, engaging with organisations to build their capacity, assisting them to facilitate partnerships, and measuring the grant processes. She manages EdelGive's flagship programme, 'The Collaborators for Transforming Education'. Paramita has previously worked with CCDT, Muktangan and Kotak Education Foundation.



### **Arpita Roy Karmakar**

#### **Manager - Education**

Arpita advises the investees on organisation strategies and works towards streamlining the Monitoring & Evaluation processes for them. She is also an active member of the team managing 'The Collaborators for Transforming Education' initiative and ensures that implementation of the programme aligns with the objectives of the Government of Maharashtra. Previously, she has worked with Naandi Foundation, Hippocampus Learning Centres, and as a Gandhi Fellow with Kaivalya Education Foundation.



### **Sajidali Pathan**

#### **Senior Lead - GROW**

B.E., M.M.S (JBIMS, Mumbai) Sajid has over 20 years of experience advising clients on technology solutions for complex problems across industries. He comes with strong global program management experience and has led multi-cultural global teams. Before joining Edelgive, he worked for Deloitte Consulting, Tech Mahindra, and Philips. In past, he has voluntarily led flood relief and covid relief efforts with his own team and has now transitioned to the social sector full time.



### **Rhea John**

#### **Manager - Donor Management**

Masters in Development Studies, University of Sussex and Masters in Sociology, Delhi School of Economics. Rhea has five years' experience in the development sector, including in research, monitoring, knowledge management and partnerships. She is responsible for donor servicing on the Edelgive team. Prior to this, Rhea worked on inclusion and health at Swasti Health Catalyst and was a researcher and author for the India Exclusion Report.

**Nilansha Tiwari***Senior Lead- Women Empowerment*

MA in Development Studies, Institute of Dev Studies (IDS), University of Sussex. Nilansha works on building synergies to enhance sustainability and resilience in the Women Empowerment portfolio. She has over 7 years of experience in the development sector with a focus on digital & financial inclusion, microfinance, women economic empowerment, entrepreneurship & livelihoods transformation. She has previously worked on partnerships, communications, capacity building & design thinking to innovate for impact, sustainability & scale in organizations like Tata Trusts, Avanti Finance, IFFCO, ISMW (SEWA.) Nilansha has a background in Economics, Public Policy and Women Studies.

**PARTNERSHIPS****Aiswarya Ananthapadmanabhan***Senior Lead - Strategic Partnerships*

As Lead-Partnerships, Aiswarya is responsible for initiating and building value in EdelGive's partnership with its funding partners; with a special focus on women empowerment projects and philanthropic ecosystem engagement. A former journalist with the Indian Express, Aiswarya transitioned to the social sector a decade ago, and has worked with international grantmaking Foundations in communication and programme management roles. Prior to joining EdelGive, she worked with Aavishkaar Capital doing due diligence and social impact assessments of the company's investments into social enterprises.

**Meiyun Seleyi***Lead - Strategic Partnerships*

Meiyun is part of the partnership team working extensively on donor relationship management, business development and donor servicing. She also manages the CRM aspect and facilitate connections between the funding partners and the grassroots organisations. As an intern with the State Council of Science, Technology & Environment, Govt. of Meghalaya, Meiyun engaged in extensive research and documentation of livelihood, rural development and natural resource management projects of the state of Meghalaya.





**Neha Chaturvedi**

*Senior Manager - Partnerships*

At EdelGive, Neha is responsible for designing, monitoring and implementing partnerships projects as well as maintaining key national and international donor relationships. A Social Worker with almost 12 years of working experience in HR and CSR, she has worked across different sectors like manufacturing, event management, NBFCs and pharma industries.



**Lakshana Asthana**

*Manager - Strategic Partnerships*

Lakshana actively engages and supports business development and donor engagement at EdelGive. In addition to bringing a research & data management skills' lens in curating funder specific philanthropic solutions with high calibre grassroots organisations in India, Lakshana assists in the management of large-scale one-of-a-kind collaboratives. A graduate from Tata Institute of Social Sciences, Mumbai, Lakshana was involved with ICBR, TANDA and Centre for Dalit Rights, and was one of the youngest researchers to be published internationally from the institute.

## MONITORING & EVALUATION



**Renuka J Wagh**

*Senior Lead - Impact & Learning*

Renuka designs, develops and ensures effective functioning of the M&E systems to generate evidence for strategic decisions by EdelGive. She comes with over 14 years of experience in the development sector and has worked with both funding and implementing organisations



**Ruchika Chaudhary**

*Junior Associate*

Ruchika assists the Monitoring and Evaluation Team with the collection, interpretation and reporting of numbers. She also designs, analyses and develops structural systems, and ensures quality assurance of all data that helps in making better business decisions for the Foundation. She has previously interned with NIIT before joining EdelGive.

## FINANCE & COMPLIANCE



**Sandhya Rao**

*Lead - Finance and Compliance*

Sandhya comes with 19 years of experience in corporate and development sectors in the areas of finance, accounting and audit. She looks into the Finance and Compliance matters of the Foundation. She has earlier worked with accounting firms viz. RSM&Co, Pricewaterhouse Coopers and Ernst & Young. Her stint in the social sector began with Dasra where she closely worked with the Finance team and helped in board and donor reporting, donor audit and budgeting amongst other things.



**Pooja Bhatt**

*Assistant Manager*

Pooja is a semi-qualified Chartered Accountant (ICAI) having more than 9 years of experience in the field of accounting, auditing and finance. She has completed her articleship from Joshi Nair & Associates, and her industrial training from Welspun Corp. Ltd. Pooja has worked as Team leader - Accounts and Finance with Craftsvilla Handicrafts Pvt. Ltd. for 2 years, and also as a Financial Analyst with New Haribhakti Business Services LLP. During her years of work, she been part of power, steel, textiles, e-commerce, manufacturing & banking company audits.

## CAPACITY BUILDING



**Varun Aamooru**

*Assistant Manager*

Varun Aamooru is responsible for driving EdelGive's capacity building projects ranging from fundraising strategies, Human Resources, Communication strategy etc., that are focused around improving the internal capabilities of NGOs, optimising their impact and making them sustainable. He has previously interned with Edelweiss and ABB where he performed analyses and generated insights from different types of employee related data. Varun did his MBA in Human Resource Management from IIM Indore and B. Tech in Mechanical Engineering from NIT Tiruchirappalli.

## EMPLOYEE ENGAGEMENT



**Priya Beck**

*Junior Associate*

Priya plays a vital role in driving the volunteering activities under the Employee Engagement vertical. In her previous role at RPG Foundation, she was responsible for teaching functional English to the children in BMC schools. Prior to that, she worked with Bright Future, where she trained underprivileged youth with employability skills. She has completed her Bachelors in History from St. Xavier's college, Mumbai and Masters in Sociology from the University of Mumbai.

## COMMUNICATIONS



**Riddhi Shah**

*Senior Lead - Strategy & Communications*

With over 13 years of work experience in the space of education development and teacher empowerment, Riddhi is a mentor, advisor and consultant to individuals, non-profits & private enterprises in the areas of fundraising, communications, CSR, design & strategy. She's worked across 15 states of India, raised over 40 crores, impacted 11,000+ educators and has been a Young Climate Change Representative for India, at UNESCAP Bangkok for the last 2 years, as a result of her work in the space of spiritual ecology and climate awareness. Ranked as one of the top 5 influential women change-makers under the age of 25 by Hindustan Times and a TEDx speaker, she has been invited to represent India at global forums to address critical issues pertaining to the fulfillment of SDGs 2030 alongside international leaders like Barack Obama, Dalai Lama and others.



**Sonam Mehra**

*Lead - Campaigns*

Sonam comes with over 10 years of experience in Project Management, grassroot project execution, conceptualizing, and implementation of CSR strategy and skill development projects. At EdelGive, she will be responsible for managing the Policy & Advocacy projects. She has previously worked with organizations like Walchand Group, MetLife, NSDC, Drishtee Foundation. Sonam has also designed and implemented a flagship project "My Village My Business", focusing on supporting aspiring women entrepreneurs that reached 150+ women in Rajasthan, Delhi & UP.



### **Zubin Narielwala**

#### **Lead - Content**



Zubin Narielwala has received his LLB from Government Law College, Mumbai. He is a writer, lawyer, educator, musician and conservation enthusiast from Mumbai. Zubin practised as a civil and commercial dispute resolution lawyer for over 4 years at Hariani & Co., Advocates & Solicitors, in Mumbai. He previously worked as an editorial assistant at Adventure Sport and Beyond. He has also worked with Sanctuary Asia for over 2 years as Program Coordinator (Mumbai and National) for the Kids for Tigers programme, working with children to educate them about the importance of biodiversity and its conservation. Zubin is passionate about conservation and equity in action. He believes that compassionate communication can build and strengthen communities for change.

### **Bijal Gala**

#### **Lead - Media Engagements**



Bijal has joined EdelGive as a Marketing Consultant to craft campaign and media strategy for all our projects and initiatives. She comes with 7 years of experience of working in Media Planning and Marketing. Earlier, she has worked with agencies such as Group M and Publicis on a vast and diverse clientele. Some of the brands that she has worked on include LIC, Future Group, Carwale.com, Pfizer, Bosch Appliances, Skoda Auto & Jeep India.

### **Shreya Kumar**

#### **Associate**



Shreya is responsible for creating, developing and effectively implementing communication, content and digital media related efforts, both internally and externally, to consistently articulate EdelGive's mission in developing meaningful connections across the online space. She has previously worked in the capacity of a Senior Programme Manager and Senior Communications Manager at Impact Guru, a leading crowdfunding platform in India.



**Swayam Kumar**

*Assistant Manager*

Young India Fellowship from Ashoka University, Sonapat ; BBA (Finance & International Business) from Christ University, Bangalore. With a drive to create social impact and an entrepreneurial bent of mind, Swayam seeks to explore the development sector and its several fine-grained issues. His motivation to delve in to this space began with the realisation of climate change and its disastrous effects on society, nudging him to bridge his knowledge of the phenomenon. Swayam believes in the multidisciplinary nature of learning, thereby aiming to work at the intersection of communication, impact and entrepreneurship. He has worked with UN-Habitat on UNSDG research interventions, along with other experiences with varied organisations.

## ADMINISTRATION



**Prajakta Phadtare**

*Administrative Assistant*

Prajakta works with internal teams to handle vendor co-ordination, travel and ticketing, event curation and file management, as well as day-to-day administrative and logistical support. She has over four years of experience in delivering administrative support in well-known organisations like Securities and Exchange Board Of India, National Stock Exchange and CDSL Ventures Limited.

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