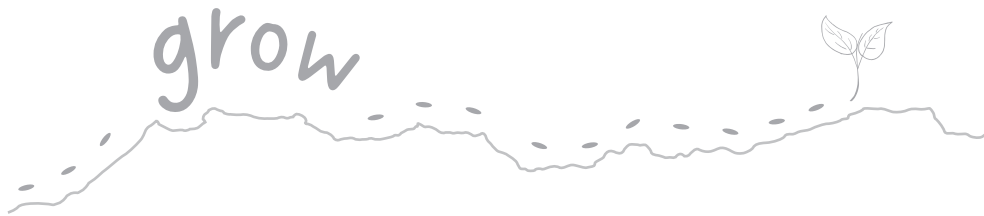


ANNUAL REPORT
2021-2022



grow





Last year's Annual Report was centered around our aspiration to **'Imagine'** a better world and work towards building it. This year, we had two incredible highlights we decided to merge into the theme. The first, is our award-winning campaign **UdyamStree**, which focuses on financial independence for rural women, through the route of entrepreneurship and micro businesses, and the second, is our determined effort towards civil society resilience, **The GROW Fund**, with 100 NGOs from across India. Similar to how several threads come together through simple and complex weaves to make one beautiful piece of fabric, the diversity of partners, the vibrant knowledge and the consistency of support and interest has allowed for us to **'grow'** immensely.

Each fabric you will see through the report is made by a woman, sold by a woman, and represents not only a women-led and run business, but also a technique, a tradition, and a story of resilience and hope. You will find fabrics from the North, South, East and West of India, representing the diverse, bold and participatory nature of a collaborative that spans India's whole geography. The cover's upturned tassels (from an Assamese Eri-silk saree) represent the phenomenon of how seeds sown on well-treated land, yield a healthy, vibrant crop.

We have used the real estate of our Annual Report to amplify the unrelenting efforts of all the women who have inspired us through UdyamStree. Use the QR Codes to visit the pages or websites of these women-led businesses, to help them grow.

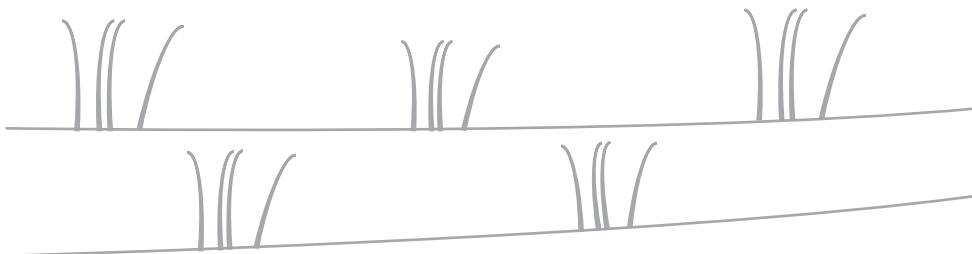


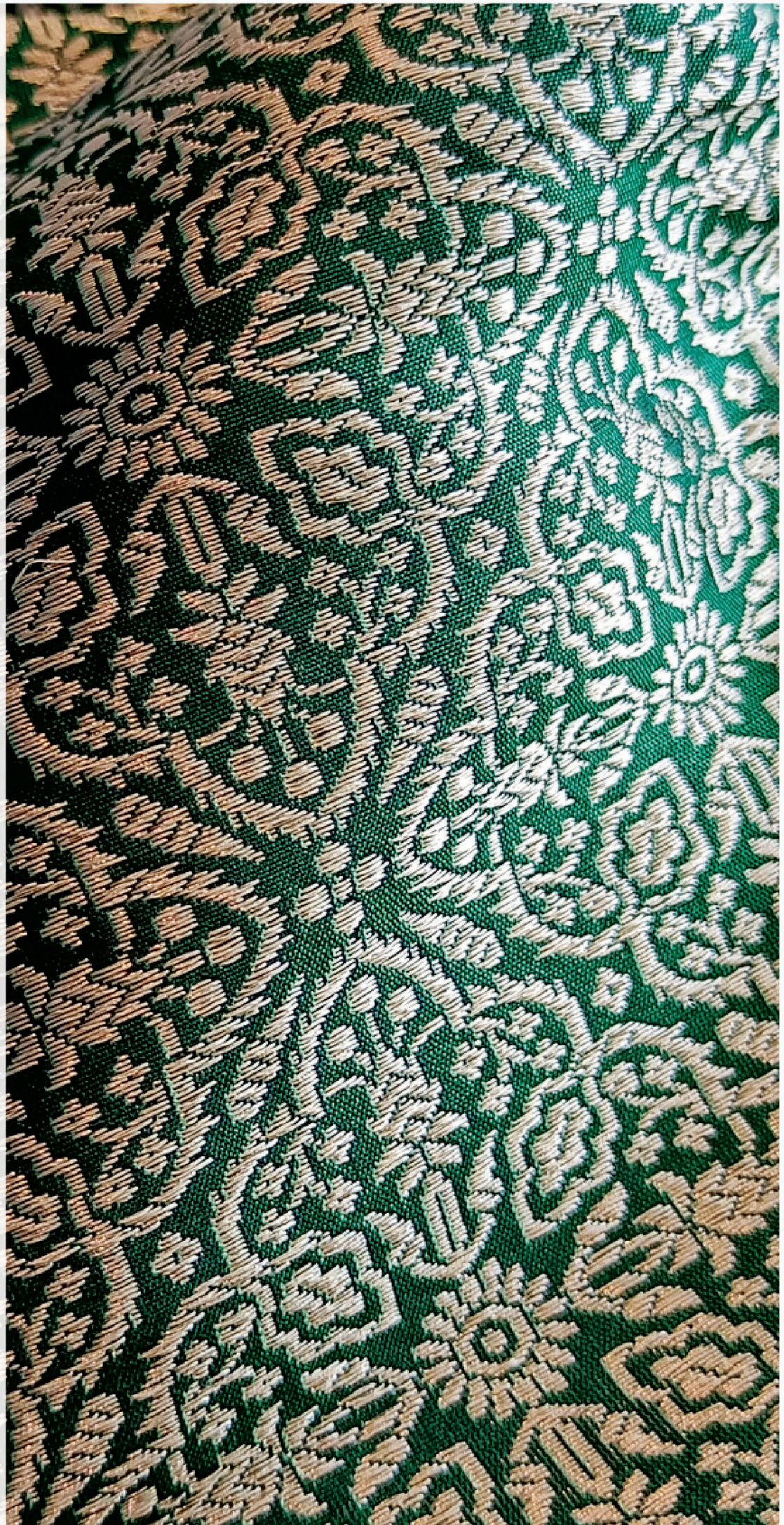
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Uttar Pradesh

Banarasi Tanchoi is a fine weave of banarasi sarees that use an extra weft thread to create delicate patterns. It is believed that this art originated in China and was brought to India by three Chinese brothers with the last name 'Choi' (tan – three, Choi – brothers). *Tanchoi* sarees are generally made in small and complex patterns resulting in a very soft fabric with no cutting work required at the back.





From the Executive Chairperson's Desk



Vidya Shah
Executive Chairperson,
EdelGive Foundation

'Grow,' (verb) refers to the act or process of developing while 'growth' denotes a stage or condition of developing, maturing or increasing. For the world we live in, oftentimes, growth has meant great economic prowess, building of urban empires, or sprawling industrial development that is rarely measured beyond a quantitative lens. However, we must remember that we are members of an interdependent society governed by multiple factors. It would therefore be foolish to dismiss the fact that growth is something that goes beyond economic development to include qualitative, intangible aspects of what happens to people and their lives, among other things!

In the absence of growth; this robust, fair measure of growth, it is natural for the beginnings of decay to set in, often resulting in complete stagnation. For instance, historically, we see that extreme natural disasters might have been the reason for finally wiping out some ancient civilisations. But that is only the final straw. It is generally the role played by what is held as the meaning of growth, that has had an immense contribution in leading to the collapse. Great civilisations are not murdered.

Instead, they take their own lives. The decline and degeneration take place over decades or even centuries. Companies and organisations can face these junctions too, given that withstanding the test of time and celebrating survival alone are not what true growth is about.

When the prerogative is excessive power in the shortest time possible as a unilateral approach to growth, there is a danger of two very serious and unavoidable conditions that emerge.

The first, being a cultural dilution and distancing from value systems and the second, being the decline of creativity and innovation. Inevitably, this leads to an extractive mindset – taking more than one should, from those who have lesser, from that which is limited – all with a focus on acquisition, accumulation and haphazard centralisation of power as compared to replenishing, nurturing and building capabilities to progress together.

The ability to apply dynamic creative solutions to real-time issues and function as a part of a whole rapidly diminishes, as we find ourselves miles away from our values.

The perils of this corrosive short-termism, touted as one of the greatest threats to civilisation are in pressing need of being intercepted with an emphasis on resilience to embrace, endure and outlast challenging phases, as well as building of capabilities to grow steadfastly.

Where does resilience come in? Why do so many of us believe that resilience is an innate characteristic — as something inbuilt and unchangeable. That only some of us are more capable of managing stress or handling tough situations than others, or that it cannot be acquired even when one doesn't inherently have it. When there is ample research that suggests that that may not be the case. Resilience is a skill that can be developed, a muscle to be flexed. Resilience takes practice. Building capabilities and becoming resilient requires for opportunities to learn,

unlearn and modify some of what we know till the memory of that muscle is developed enough to stand strong in the event that tough challenges present themselves all at once, the way they did for the entire world so recently. Exposure to what institutional resilience is and access to the means that actually lead to building the muscle memory alluded to earlier, are some of main ways of ensuring we stay healthy, strong and don't get sucked into the quicksand of unilateral growth.

Our entire purpose behind bringing together 100 organisations from around the country for the GROW Fund is precisely this – to begin to shape and exercise this muscle. Consistently, in different ways over 24 months. In this process, it is impossible to imagine resilience as a concept separated from sustainability, then; or even collaboration. These are all closely interwoven within growth. Sustainability is impossible without strength, fluidity and vision. Eliminate collaboration from this weave and we are all back to square one. Where power is unshared, access is by invite-only and the threads are all singular,

separate and operating from a lone spool in a silo.

Similar to how a weaver painstakingly interlaces threads together to create a piece of fabric, line by line, knot by knot, with consistency and precision, resilience is an amalgamation of many things and we must realise that it builds well, only over time. To attempt to build it in much haste and primarily understand it in only theory, would perhaps lead to a jumbled mess of threads, or unnecessary knots in the fabric.

² BBC Future's article

³ Psychology Today's article

Many believe that collaboration and collective efforts are the final growth stage for an organisation. But that is exactly where it becomes imperative to widen our horizon to collaboration being a principle that governs all efforts versus a terminal one arrives at. While collaboration isn't always convenient, it is in the act of bringing together some strengths, some imperfections, some yin and yang that everything begins to compliment, offset and nurture the other. How then, can we see it as a goal and not a fundamental approach through which to face uncertainties and challenges together?

As we action our beliefs, as we steer ahead building on this thought that gets discussed in closed rooms but rarely executed, it has given us courage and conviction that will live beyond The GROW Fund.

It cannot be limited to a fund, or a project. It is to be demonstrated, in our action. Towards that kind of growth, we will continue to act.



Vidya Shah
Executive Chairperson,
EdelGive Foundation

⁴ Harvard Business Review's article



From the CEO's Desk



Naghma Mulla
CEO,
EdelGive Foundation

*King Mufasa is dead, Prince Simba is nowhere to be found.
The jungle is set in gloom; herds, prides, clusters of, animals small
and big, are struggling, unable to come together. They succumb to
the evil brother Scar who uses the treacherous hyenas and takes
over their beloved Kingdom.*

The animals had always lived in peace and prosperity, true compliant followers of a great King. But in the enablement of Mufasa, the Kingdom was disabled. Now, with the King gone, their world order has collapsed. Meanwhile, Simba grows up in a safe space outside of Pride Rock and returns from his sabbatical to defeat Scar. The pride finds their King again, the animals

are happy, and they live happily ever after.

Long Live the King

In good times and bad, we yearn for heroes who slay dragons, do the un-doable to win or save the world. Whether institutions or individuals, the strong-alpha-scaled -successful catch our fancy and make us believe in the power of excellence and superior

resilience. They give us hope and associated ambition. If they could do it, we too, can... Can't we?

Our storytelling is flawed, focussed on the rise of the messiah, the protagonist saving the hapless junta who post-climax sing praises of the great warrior. We see her growth, we see them rise, and we dance with joy living happily ever after under the shadow of their greatness.

In my opinion, however, while we need leaders, heroes, and brave hearts to lead victories and transformations, growth of any kind – be it the growth of an idea into a revolution, or that of a poorer, newly free country turning into the world's largest democracy – cannot be credited just to a few good men.

Growth is the result of many ordinary regular women, men, people, doing the ordinary well for the larger good. Growth is participatory, growth is in the together.

In a kingdom where growth is for all, beyond just the king and his pride, the entire kingdom prospers, not just the King.

76 years post-Independence, India has much to be proud of. We had gained our independence through a bloodless mass revolution that saw women and men of diverse backgrounds come together.

Our polio eradication drive is a brilliant success story of how government machinery can work for its people. We have the fastest digital penetration, most complex railway network, have rolled out INR 200 crores of vaccines within 547 days and look poised for growth in the future as we had only perhaps, imagined. All brilliant examples of collaborations at the highest levels, where stakeholders participated and were empowered to do what needed to be done.

We are also a country that saw a record wealth increase in a COVID struck year with a new billionaire every week. In the same year 230 million Indians fell below the national minimum wage poverty line.¹ The world inequality report ranked India as one of the most unequal countries in the world. Only 3% of India's workforce is estimated to be skilled, one-third of India's children are stunted, female employment in India has plummeted to 9%, and the United Nations has estimated that 28% of India's population is poor in 2019 – the pre-COVID era.

There is much to ponder about here. Why prosperity for a few does not naturally extend to enabling welfare for more? Enabling growth and prosperity needs to be deliberate and designed. By empowering institutions and people to lead for themselves instead of being trapped in dependencies.

In the absence of this deliberate action, we create an inequitable world of haves and have-nots.

We create a world where those who could have participated in growth are becoming victims of it. When opportunities of employment, agency, access to higher education are unavailable to 28% of the citizens in a country, how can a nation grow to its full potential?

A nation, an economy, is only as strong as its weakest citizens. Until we focus on enabling access for people who are moving into poverty, our victories will not be enough to support our societal needs.

¹ Centre for Sustainable Employment at Azim Premji University (APU) has highlighted.

And that is why the development sector of this country plays a critical role. Serving people where governments find it difficult to operate, they help bridge the last mile access gap enabling welfare to reach where it would otherwise have been difficult.

Ten years ago, when I walked into the EdelGive office, it was just a beautiful young idea wanting to bridge the gap of resources between the for-profit and not-for-profit worlds. The beauty was not in its lofty ideals alone. It was in the fact that the mission was deeply ingrained with steadfast values. From its inception, EdelGive supported social causes across the length and breadth of India. It looked for great projects but always aimed to understand the context first. What is the culture like, what are the problems faced there, how to ensure people-participation - were only some of the questions that our

philosophy drove us to absorb and act upon. The variances of cultures, the impact of social norms on the success of a project, intersectionality, inclusion, diversity... - I've learnt it from the EdelGive model of growing together.

I saw the power of collectivising the disadvantaged. Bringing them together to take risks and mitigate them - together. And the huge impact it can have to better lives.

Through the Self-Help Groups of Ibtada, Rajasthan; The Joint Liability Groups of Mann Deshi; The Farmers Collective of Vrutti - brilliant examples of collective structures at the last mile. Through people-led movements that grew from ideas to massive propellers for change: - Flavia Agnes, Anshu Gupta, Ashif Shaikh, Sujata Khandekar, and so many change agents, who not only changed mindsets, but they

also enabled an environment where more leaders and more institutions could thrive beyond their leadership.

If Mufasa left, the tribe would not fall to a Scar.

India benefits from the efforts of the 100,000 small to mid-sized NGOs, much beyond the 100-odd solutions that have managed to scale. These wonderful smaller organisations struggle for funding while working relentlessly with people at the first mile, often in difficult geographies.

GROW was launched with the principle of enabling a more democratic and open space for these organisations to access core financial support coupled with relevant capacity building. Launched as a pan-India program, it is designed as a sector-agnostic programme, with equal representation of 25 NGOs from each zone of the country.

We challenged the definition of scale as popularly celebrated. Scale cannot be limited to one organisation or solution growing mammoth-size, serving all the poor by itself.

No. That is not scale, that is monopoly.

Scale can also be a large, enabling structure that hosts several small solutions, giving a space to collectivise, leverage learnings from each other, and also co-learn. Scale can be designed for collective action and impact. And a collective is a group of diverse individuals, organisations and ecosystems that come together for a purpose. It does not mean that all in a collective are equally capacitated, experienced, sized or capable. It means there is space for difference to function together, where difference becomes an advantage, not a concern.

When growth is collective, the nation prospers, when it is limited to a few, inequality thrives, and core tenants of a healthy society get strained.

King Mufasa is dead, Prince Simba is nowhere to be found. The Jungle is set in gloom; herds, prides, clusters of animals small and big, are struggling and unable to come together. They succumb to the evil brother Scar who uses the treacherous hyenas and takes over their beloved kingdom.

This is a kingdom where inhabitants live in peace and prosperity, but had been preparing for a day when all would not be well. With the King gone, the wolves decided they will stand guard, the elephants created the plan of defence, owls created the war strategy, monkeys created the alert system, while the lions went about ensuring the throne is protected. By the time Simba returned from his sabbatical to save his jungle,

Scar was already defeated, and the community of animals lived happily till the next challenge came their way.

Long Live the Jungle.

There will never be a dearth of Scars in our lives. People or situations threatening to pull down decades of effort. In my opinion, we need many more Mufasas, because Scar or no Scar, the work must go on.

The pandemic broke what was fractured and fractured what was weak. Each one of us has stories of pain, grief, loss and resilience as we overcame individual and professional challenges. But here we are on the other side of a story that has still not ended. We have seen what still seems unbelievable and endured what we never thought we will.

No one hero, leader, institution, individual or messiah can save us. We, the people, need to help ourselves, join the dots, march ahead and do this together. Much is said about strong leaders, audacious individuals, and large centres of excellence. In a country like India, while the heroes are welcome, the strength lies in the hands of her people.



Naghma Mulla

CEO,
EdelGive Foundation



Telangana

Telia rumaal (Oily Scarf) was developed in the 19th century in Chirala, Andhra Pradesh. It was famously exported from the Chirala Port to several Arab and African countries. Older *Telia rumaals* only had geometric motifs. That began to change in the early part of the 20th century and figurative designs began to be incorporated. This style is also an art within the Ikat tradition that uses vegetable dyes to keep the fabric cool in summer and warm in winter. Later, the technique travelled to Telangana, where weavers used a combination of castor oil and sesame oil to get the desired effect on the fabric.





About EdelGive

For EdelGive Foundation, 2021-22 has been a year for action stemming from our active reflections of the past years and has given us reassuring validation of our priorities and approaches in enabling social impact through seeding and strengthening of grassroots work benefitting communities at the last mile.

The questions that keep us awake continue to be:

How do we ensure our work reaches the most deserving and brings benefits that stay with them beyond the lifetime of our association?

How do we leverage our role as philanthropic ecosystem enablers to connect the worlds of philanthropy and the development sector at the grassroots, which are both evolving as entities in the fast-paced social impact landscape?

How do we bring the much-needed focus on the importance of investing in organisational resilience in addition to programmes for building future-ready grassroots organisations that are delivering high-impact social change?

As a leading philanthropic foundation, what can we do to influence trends and behaviours leading to informed, empathetic philanthropic giving?

And most importantly, how can we ensure that so many worlds aren't turned upside down when adversity strikes again in the near future?

Amidst all the hardships of the last two years, it continues to be the resilience and commitment of our NGO partners on the ground that replenishes our inspiration, and forms the base for all that we do and influence. Additionally, the interest, good faith, and support of our fellow funder partners from India and across the globe, energises our drive to continue championing the mission of collaborative philanthropy vociferously.



We dedicate this report to our frontline workers, members of civil society, stellar corporates, engaged governments, and all the countless individuals who have worked collectively to rebuild and grow together.



Our Mission

To enable the growth of grassroots organisations working with vulnerable communities across India.

THEORY OF CHANGE

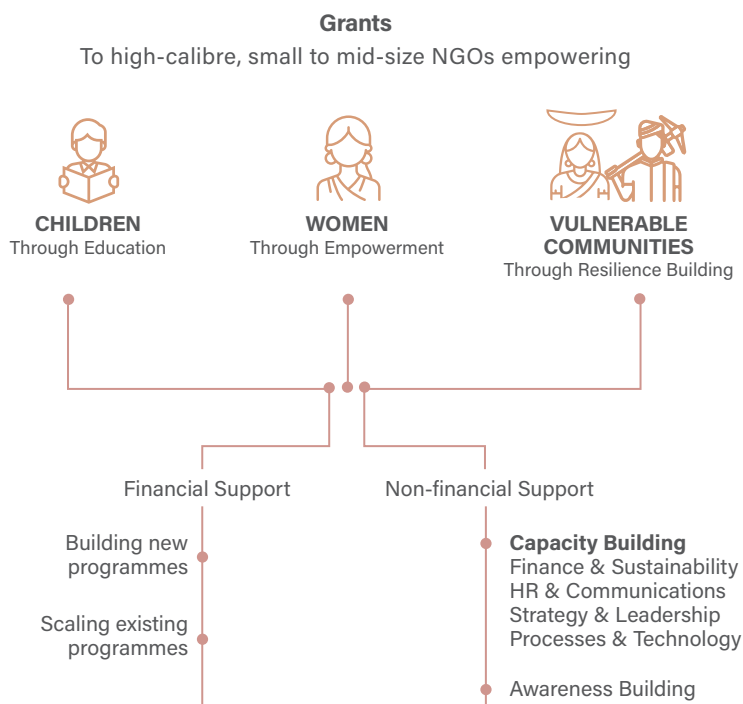
An inclusive society is built on the foundation of educated children, empowered women, and resilient communities. Their development, in turn, develops stronger, more sustainable, and inclusive nations. EdelGive works with organisations that focus on providing quality education, promoting the social and 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 by our NGO partners' unique understanding of, and dedicated work at the grassroots level.

WHAT WE DO

EdelGive Foundation is a Philanthropic Asset Manager and Advisory Partner to funders such as individuals, HNIs, corporates, institutions and foundations - both international and domestic, with a specialisation in multi-stakeholder collaboration. EdelGive's unique philanthropic model places them at the center of grant-making by providing initial grants and managing funding from other institutional, HNIs and corporate partners. These grants are used for both the financial and non-financial growth of small to mid-size grassroots NGOs committed to empowering vulnerable children, women, and communities.

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 operational 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 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 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 remain secular in our work, beliefs and outlook.

EDELGIVE'S EQUITY DIVERSITY BELONGINGNESS (EDB) LENS



Equity:

- No single definition of "development"
- Assisting communities to achieve their vision of development, with them at the helm
- Programs acknowledging and considering intersectionalities



Diversity:

- Sensibility towards diversity has helped our work thrive
- Individual and collaborative programs, multiple causes, funders, models and methods
- Gender lens in grant-making along with a dedicated women empowerment portfolio and campaign



Belongingness:

- Our P in Philanthropy stands for participatory and not prejudice or prescription
- Capacity building enables more NGOs to access the 'mainstream' – in funding, visibility and growth

OUR INFLUENCE THROUGH THE YEARS

17 states
and **167**
districts of India



160

NGO partners
supported



Dedicated over

~40,000

Employee
Engagement
hours



₹650 Crores influenced
through commitments to NGOs



~165

Capacity Building and
Skilled Volunteering
projects

“

“After years of exchanging insights and ideas with the EdelGive team, we were excited to support the innovative GROW Fund. Core cost funding coupled with capacity building is one of the most useful ways to support NGOs, and we are confident that GROW Fund’s portfolio will play an important role in helping grassroots communities respond to and recover from COVID in the long-run.”

AMANDA CLARKE

Executive Director,
Manan Trust

Board of Directors



Deepak Mittal

***CEO, Credit,
Edelweiss Group***

Deepak has more than two decades of experience in financial services and is currently Vice Chairman, ECLF.

During his tenure at Edelweiss, Deepak has played several key roles. The most recent being the CEO of Edelweiss Tokio Life Insurance - a joint venture between the Edelweiss and Tokio Marine Holdings of Japan and one of the fastest growing insurance companies in India.

Prior to this, Deepak helped scale up the Capital Markets business at Edelweiss and went on to become the Chief Financial Officer, where he helped steer the firm through a successful Initial Public Offering in 2007. He has also led the Group's new strategic initiatives and played a key role in the expansion of various Group businesses, including the acquisition and integration of Anagram stock broking.

A Chemical Engineer by profession, Deepak earned his degree from IIT-BHU, and has an MBA from IIM - Ahmedabad.



Kunal Shroff

***Managing Partner,
Chrys Capital***

Kunal has been with ChrysCapital 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 investing, 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 focused 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 has been a Director of the Forbes Marshall Group since 1992; she was responsible for the Human Resources and Learning and Development function till 2011. During this time, Forbes Marshall was thrice recognised as one of the top 25 companies to work for in India, in the 'Great Places to Work For' ranking - the highest placement being sixth. Today, Rati heads the Forbes Foundation and is responsible for CSR and Foundation activities across the company. 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 for a span of six years, with the cell's main objective being to sensitise corporate entities to their social responsibilities. Rati has served on the board of two international foundations; she continues to serve as an independent Director on listed companies, as well as on the boards of varied foundations and nonprofits, across India.

Rati graduated in Psychology (Honours) and Sociology from the University of Mumbai and has also taken executive courses in human resources, organisational behaviour and strategic philanthropy. Rati further holds a Masters in Sustainability Management and Leadership from Cambridge University, UK.



Vidya Shah

Executive Chairperson, EdelGive Foundation

Vidya Shah is the Executive Chairperson at EdelGive Foundation, the philanthropic initiative of Edelweiss Group – a leading Indian diversified financial services group.

Vidya left behind her successful career in investment banking to start EdelGive Foundation, and over the last 13 years has steered the growth of Edelweiss' social investments to develop EdelGive into a strategic philanthropic organisation.

She has developed a unique model for EdelGive's NGO partners which places them at the centre of grant-making, not only providing initial grants to these organisations but also managing funding from other institutional and corporate partners. Through this approach, over the years, EdelGive has emerged as a go-to partner of choice for Indian and foreign funders wanting to engage with the Indian development ecosystem. Consequently today, EdelGive functions as a Philanthropic Fund Manager and Advisor for both grant-makers and credible NGOs.

In addition to being a non-executive director at Edelweiss, Vidya also serves on the boards of various prominent CSOs such as Akshaya Patra Foundation, Agastya International Foundation, Janaagraha Centre for Citizenship and Democracy, Centre for Social Impact and Philanthropy at Ashoka University 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 has been recognised as one of India's Top 100 Women in Finance by Association of International Wealth Management of India (AIWMI) 2019. She was recently recognised by Abhyuday Vatsalam as the 'Exemplary Woman of the Year' in Philanthropy, 2022.

Vidya earned an MBA degree from IIM - Ahmedabad and spent the first 11 years of her career in the field of investment banking with companies like ICICI, Peregrine and NM Rothschild.



Naghma Mulla

CEO, EdelGive Foundation

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, Strategic Advisory Group Member 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 and Indian School of Democracy, a feminist youth-led not for profit organisation, and an Advisory Council Member to Social Lens. She has been recognised as one of the women change-makers at the Amity Women Excellence Awards 2022 for the 'Business Attitude Award.'

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

OUR TEAM



Atul Gandhi
COO

M.Sc. (Statistics), Masters & Ph.D. in Population Studies, International Institute for Population Sciences (IIPS), Mumbai

Atul comes with over 18 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, BMGF, and The Global Fund to Fight AIDS, TB and Malaria in the areas of Public Health. Additionally, he has supported several organisations in developing M&E plan, designing computerised MIS application and conducting baselines, mid-term or end-line evaluations. He also has a few scientific publications and a book to his credit.



Riddhi Shah
Chief of Strategy and Excellence

With over 16 years of work experience as a facilitator and enabler in the space of Education Development, Teacher Empowerment, community participation and multi-stakeholder projects, Riddhi is a mentor, advisor and consultant in the areas of design & strategy, communications, CSR and fundraising. She believes that majority of the world's problems are solvable, provided there is a collective effort to combat them with a connection to the soil and to our higher purpose. She has worked across 15 states and 800 schools of India in the field of education and impacted 11,000+ educators to enable them to re-assess their roles as catalysts of transformation in the coming change.

Her extensive work in the space of spiritual ecology and climate awareness led her to becoming a Young Climate Change Representative for India, at UNESCAP Bangkok for 2 years.

Ranked as one of the top 5 influential women change-makers under the age of 25 by Hindustan Times, she's also given a couple of Tedx talks. Riddhi 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.



Deepa Gopalakrishnan

Head, Sandbox Grants

Deepa is Head, Sandbox Grants at EdelGive Foundation which comprises of impactful programs in the space of Education, Livelihoods and Women Empowerment.

She is a social sector and information systems specialist with a proven track record of over 17 years in result-based program management. She is passionate about developing programs that build an organisational reputation while enhancing social purpose. She has worked extensively in areas of NGO operations, grant management, causes for women & children and innovative finance to revive livelihoods affected by the pandemic. Deepa has been in leadership positions at reputed organisations such as Morgan Stanley, ICICI Bank, Samhita Social Ventures, St. Jude India ChildCare Centers and Dell Inc.

She holds a M.Sc. (Tech) Information Systems degree from BITS Pilani, Post Graduate Program in Management from SPJIMR, Mumbai and a Certificate in CSR from the Indian Institute of Corporate Affairs.



Sanjay Daswani

Head of Partnerships

Sanjay Daswani comes with over 30 years of experience across sectors - manufacturing (TELCO now Tata Motors), banking and financial services (American Express Bank, ABN Amro Bank and HDFC Bank) with the last decade in the NGO/social development sector (Habitat for Humanity) both internationally and in India. He has had major stints in fundraising, donor management (corporate and HNI), communications, project management, information management and technology.

Sanjay is a qualified Chartered Financial Analyst (CFA) and a University ranker at the MSc degree in Physics with Electronics at Bombay University. He is also a Certificated Associate of the Indian Institute of Bankers (CAIIB)



Anup Vora

Chief Financial Officer

Anup Vora is a social sector professional with 25+ years of experience specialising in finance, accounting, tax, compliance, board governance, financial monitoring, due diligence and CSR. He is a Chartered Accountant, Company Secretary and L.L.B.

He has over 12 years' experience with several MNCs, large corporations and non-profits. In the recent past, he has worked full-time in the development sector for large non-profits like CRY - Child Rights and You, and Dasra. He has enabled these organisations to scale up by setting up compliance & internal controls, SOPs, board governance and strategy, while also enabling these NGOs to adopt best practices in the sector.

INVESTMENTS



Ahmad Bari

Senior Portfolio Manager - Women Empowerment

M. Phil in Inclusive Development and Social Justice, Tata Institute of Social Sciences, Mumbai, M.A. in Social Work - Tata Institute of Social Sciences, Mumbai, B.Sc in Industrial Chemistry - Aligarh Muslim University, Aligarh

Ahmad is a Senior Lead - Women Empowerment, at EdelGive Foundation, Mumbai. He leads the gender strategy, investments and manages civil society partnerships at the Foundation. He has been working with non-profits to support strategic, institutional and programmatic developments. He manages internal and external stakeholders for gender-related work at EdelGive. He has been involved in the overall growth journey at EdelGive. Ahmad previously worked with New Concept Information Systems, New Delhi, where his role involved conducting research and documenting various social development issues.



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's economic empowerment, entrepreneurship & livelihoods transformation. She has previously worked on partnerships, communications, capacity building & design thinking to innovate for impact, sustainability & scale in organisations like Tata Trusts, Avanti Finance, IFFCO, ISMW (SEWA.) Nilansha has a background in Economics, Public Policy and Women Studies.



Sonia Pereira

Associate Lead - Women Empowerment

Sonia Pereira holds a Master of Social Work from the College of Social Work, Nirmala Niketan.

She has over nine years of experience in the social sector and has specialised in programme management, partner collaboration and support, especially in the fields of child rights, women's rights, education, child protection, and Early Childhood Care and Development (ECCD). She is passionate about women's rights, child rights, and mental health.

Arpita Roy Karmakar

Senior Portfolio Manager - Education

M.Sc and B.Sc in Economics - University of Calcutta

At EdelGive Foundation, Arpita is managing the Education Portfolio. She advises the investees on organisation strategies, enabling better direction in mapping of the future, and works towards streamlining the Monitoring and Evaluation processes for them. She is also effectively managing The Collaborators for Transforming Education initiative and ensuring the implementation of the program aligns with the objective of Government of Maharashtra. She has previously worked as a Gandhi Fellow with Kaivalya Education Foundation, and with other large-scale organisations like Hippocampus Learning Centre and Naandi Foundation.



Vijayata Verma

Senior Portfolio Manager - Livelihoods

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



PARTNERSHIPS

Aiswarya Ananthapadmanabhan

Senior Lead - Strategic Partnerships

MBA in Social Entrepreneurship, Narsee Monjee Institute of Management Studies

As Sr. Lead - Strategic 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.



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.





Mizan Tejani

Assistant Manager, Partnerships

Mizan is a Chartered Accountant from the Institute of Chartered Accountants of India.

He is responsible for supporting the partnerships team in building and servicing relationships with our funding partners. Prior to this, he worked closely with the senior leadership of a non-profit in building strategic partnerships with governments for scale in the child protection space. He has also worked at the office of a Member of Parliament, where he facilitated and implemented legislative motions in the Indian parliament.

MONITORING AND 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.



Sagar Kadam

Lead - Impact & Learning

Sagar has a M. Phil degree in social work and a Master's degree in population studies from IIPS.

He comes with over 10 years of experience in developing and implementing M&E systems. He has led various research projects and worked in various capacities with NIRRH (ICMR), KHPT, FHI360, Sulochana Thapar Foundation, Neerman and Americares.



Ruchika Chaudhary

Junior Associate - Impact & Learning

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 AND 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, PricewaterhouseCoopers 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 - Finance and Compliance

Pooja is an 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.



Prashant Malkar

Manager - Finance and Compliance

Prashant is a semi-qualified ICWA professional with 28 years of experience in the field of accounting and finance. He started his career as an Audit Assistant with R.S. Sanghvi and Associates. Later, he worked as a Senior Accountant at Jindal Infrastructure Private Limited and Fortpoint Automotive Private Limited. He joined the Edelweiss Group in 2008 and has been instrumental in the Group's various businesses, including commodities, debt, and NBFCs.



Sagar Makhija

Assistant Manager - Finance and Compliance

Sagar Makhija, is a Chartered Accountant with 8 years of experience in Finance, Accounts, Compliance, Due Diligence, Taxation and Audit. His experience involves working at Grant Thornton Advisory Pvt. Ltd. as an Assistant Manager in CFO services, M Power Micro Finance Pvt. Ltd. (NBFC registered with RBI) as Senior Manager in Accounts & Finance Department and with C.V Doshi and Co. (CA Firm) as Senior Audit Assistant.

He is a graduate from CHM College and completed his Chartered Accountancy in 2019. He is currently in his third-year, pursuing a law degree from KC College.

GROW

Sarva Damani

Lead - GROW Grants



Sarva is a development sector professional with over 7 years of experience across different organisations within the development sector. She began her career as a Fellow at Teach for India, and subsequently worked with the Government of Andhra Pradesh, with the CSR vertical of a large retail chain, and also with a social impact consulting organisation. A majority of her professional experience has a CSR focus, and, most recently, she has worked with Samhita Social Ventures on CSR strategy development, solution design, and programme management for multiple organisations. She has had exposure to several cause areas such as skill development, education, gender, and nutrition over the course of the last few years. Sarva has completed her MBA from the Indian School of Business, and her undergraduate degree in Economics and Finance from the University of Exeter.

Parul Saklani

Lead - Grant Management



Parul Saklani has completed her Master's in Social Work and with an experience of 4 years in the social sector. After her Master's, she became a Gandhi Fellow, from the year 2015-2017, where she worked on designing and implementing various projects in government schools of Rajasthan, on issues such as awareness on menstruation, education, child sexual abuse, etc. Upon completion of her Fellowship, she joined Piramal Foundation (2017-19) as a Program Leader where her work involved creating and designing processes, curriculum, developing strategies for the Gandhi Fellows, collaborating with stakeholders to implement the process by conducting training and bootcamp sessions, and creating assessment matrix to track and assess the progress. She then joined Sattva as a consultant, supporting the government of Meghalaya in implementation of CLLMP with design@scale principles and scaled the integration of the scale principles in Gujarat by providing PMU support to 2 district implementation partners of Atal Jal Bhujal Yojana.

She has also contributed to develop RFP of ELEMENT for NEIDA with the aim of bringing high community ownership towards landscape management. She also contributed to establish project management unit with 7 partners for the development of 100 model schools in Karnataka and ensured on-ground implementation of socio-emotional learning in Adarsh Vidyalaya of Jharkhand with the support of 4 partners. She joins EdelGive Foundation, part of the GROW team as Lead for Grant Management.



Anson Alappat

Assistant Manager - GROW and Institutional Building

B.E- Electronics and Telecommunication, University of Mumbai

Anson is responsible for building capacity of NGOs through various activities, and helping them to become efficient, impact driven and sustainable. He was a Teach For India Fellow (2016 Cohort), and comes in with a total of 5 years' experience working in the social and ed-tech sector. He has also helped to build the foundations and scale-up CSR programmes at DMart. Being an avid education enthusiast, he aims to drive systemic change in the sector and hopes to make the world a better place. He is currently pursuing his executive MBA programme from Liverpool Business School in Operations.



Astha Agrawal

Associate - Institutional Building

Astha is a Science graduate from Delhi University and has been a Teach For India Fellow for last 2 years where she taught in elementary classrooms and worked on community projects.

She has worked extensively on increasing students' voices through her initiative Vaani, where they upskilled students with their public speaking and communication skills. She has also collaborated with women of under resourced communities and trained them on digital literacy, financial literacy, and interpersonal development skills while finding ways to have sustainable livelihood opportunities for them.

During her Fellowship, she also interned and volunteered at a couple of organizations like Barefoot Edu Foundation, Aafaaq Foundation, IndiVillage Foundation, Atma, where she worked on designing programs, facilitating workshops, coordinating partnerships, and curating reports.



Radhika Thapliyal

Associate - GROW Fund

Radhika is a Political Science Graduate from Lady Shri Ram College For Women, Delhi University.

She is also a former Teach For India Fellow, having taught and coached elementary students in a Delhi government school. Before that, she Interned at Bachpan Bachao Andolan, particularly in the Department of Rescue and Rehabilitation of illegally employed children. Her experience at the Satyarthi Foundation gave her a glimpse into the parallel society where children needed to be nurtured and given quality education.

Being a feminist and an advocate of human rights led her to do program management at All India Mahila Congress, where she worked closely on public policies and initiatives to promote active citizenship for women, by women. In a world full of disparity, she aspires to create scalable and sustainable impact, particularly for the empowerment of women and children of under-resourced communities.

DONOR MANAGEMENT



Rhea John

Manager - Donor Management

Masters in Development Studies, University of Sussex and Masters in Sociology, Delhi School of Economics.

Rhea has six years' experience in the development sector, including in research, monitoring, knowledge management and partnerships. She leads donor servicing and documentation 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.



Archana Rao

Assistant Manager - Donor Management

MBA in Social Entrepreneurship, Narsee Monjee Institute of Management Studies.

Archana has over 20 years of experience in the disability sector and handling stakeholder management as part of her profile. She has helped CBOs and NGOs with proposal writing, report writing and consultation related to causes that she holds close to her – education, disability, women empowerment, human trafficking. She has also been involved in Retail Fundraising extensively to help different causes from time to time.

COMMUNICATIONS



Sonam Mehra

Consultant

Sonam comes with over 10 years of experience in Project Management, grassroots project execution, conceptualising, and implementation of CSR strategy and skill development projects. At EdelGive, she is responsible for managing the Policy & Advocacy projects. She has previously worked with organisations 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.



Saumya Tripathi

Assistant Manager - Communications

Saumya is a BA LLB graduate from Nirma University, Ahmedabad, who subsequently moved to the development sector and completed a Post Graduate Programme (PGP) in Development Management from the Indian School of Development Management.

As a development sector professional, she has nearly four years of experience in programme management, institutional fundraising, and donor management. Before joining EdelGive Foundation, she worked with Tata Trusts & Local Administration of East Champaran (Bihar) on the Swachh Bharat Mission (Gramin), the Fundraising and Development Team at Educate Girls, and the Academic Team at Indian School of Development Management. Saumya has a keen interest in exploring the role of different stakeholders in promoting social change and is passionate about nature, human rights, animal welfare and travelling.



Swayam Kumar

Assistant Manager - Communications

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 into 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.



Priya Beck

Assistant Manager - Communications and Engagement

MA in Sociology from the University of Mumbai, BA in History from St. Xavier's College, and has five years of work experience in the development sector.

At EdelGive, she plays a vital role in the communications team and is responsible for website management, vendor management, and coordinating internal reporting. Additionally, she also drives the employee volunteering and HR efforts at EdelGive. In her previous role at RPG Foundation, she taught functional English to the children in the BMC schools. Before that, she worked with Bright Future, where she trained underprivileged youth with employability skills. As part of her personal interests, she is instrumental in organising various spiritual growth events for the Catholic community. She is also passionate about music and dance.



Alisha Fernandes

Associate - Communications

Alisha has completed her B.A. in Sociology from the University of Mumbai. Throughout her early years, she has been fascinated by culture, societal impacts, and human behaviour. With 3 years of experience in the Travel & Tourism industry, she gained a deeper understanding of global culture through her interactions with people from diverse backgrounds, personalities, and nationalities. She has previously volunteered with Child Rights and You (CRY) as a content writer and now is eager to utilize her people skills in the communications department.

ADMINISTRATION



Mercy Devassykutty

Administrative Assistant

With over 13+ years of work experience, Mercy Devassykutty has worked in the Edelweiss Compliance Team for 5 years. She has worked in a range of companies spanning logistics, payment gateways and airline back office. Mercy is a Commerce Graduate from S.I.W.S College, Mumbai.

She is an ardent music and animal lover.



Assam

Eri silk, found mainly in North East India and some parts of China and Japan, is one of the most durable and strong fibres. It is the product of the domesticated silkworm *Samia ricini*. The name 'eri' is derived from the Assamese word 'era', which means 'castor', as the silkworms feed on castor plants. *Eri silk* is also known as *endi* or *errandi* in India. The process of producing *Eri silk* yarns and fibres in the villages has one of the smallest carbon footprints in the textile industry globally.





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 grassroots organisations. Our grants, coupled with the 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 invest in their own organisations, enables them to harvest their growth path to scale, and in turn, attract further funding. Having had the privilege of working in tandem with several such effective and efficient organisations, we have learned that they play a crucial role in facilitating systems change. This learning, in the process of grantmaking and interacting with the NGOs, further helped us to conceptualise and initiate the GROW Fund.

NGOs WE SUPPORT

1

They address big problems, a community at a time.

2

They are inclusive, ambitious, passionate and open to learning.

3

They possess a sense of realism of the inherent longevity of social change.

4

They believe in contextualising the process based on the feedback from the community.

5

They are thrifty, not financially savvy and struggle with fundraising.

6

They are hands-on, with great execution capabilities, but willing to adapt to innovations.

7

They are good story-tellers, but not the best communicators.

WOMEN EMPOWERMENT

We believe that women and girls are the key to establishing well-developed and sustainable communities and thereby, unlocking the future growth potentialities of the Indian economy. This is done by collaborating with high-calibre NGOs that tackle the problem of violence against women and women's safety, through advocacy and grassroots leadership. EdelGive Foundation is committed to addressing the social and economic inequities that prevent women and girls from achieving their full potential, with a 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 FY22, EdelGive has supported **20 projects** with **15 NGO partners** across **9 states** in India. Over the years, through our NGO partners, we have been able to make a significant impact:

- Supported **2,15,000** (39,166 in FY22) women and girls in their fight for addressing gender equality-related issues.
- Supported **24,000** (211 in FY22) women and girls under financial inclusion programmes.
- Supported **46,000** (3,943 in FY22) women to get access to rights and entitlements.
- Supported **28,000** (2,456 in FY22) survivors of domestic violence and/or sexual violence in their legal journey.
- Developed and supported **8,000** (1,693 in FY22) grassroots leaders.
- Formed **6,000** (511 in FY22) Self-Help Groups (SHGs)/Joint Liability Groups (JLGs).

EDUCATION

EdelGive Foundation aspires to play a role of significance in resolving systemic issues with respect to 'Access to Quality Education' in India. The aim is to support exceptional organisations that are working hard to provide children with equal access to quality education. This is done by collaborating with government systems to achieve long-term change, in turn empowering the community to make the change sustainable. Our work can be categorised into four priority areas:



Glimpses of EdelGive's work in the field of Education



Innovation and Experimentation



School transformation and enhancing learning outcomes



Early Childhood Education



Research and Advocacy

In FY22, EdelGive has worked with **11 NGO partners**, while supporting **11 projects** across **6 states** of India. Over the years, through our NGO partners, we have been able to influence measurable change:

Reached out to
19,70,000
(20,148 in FY22) children
through our learning
enhancement programmes.

Supported
31,000
(3,744 in FY22) schools
through the Quality
Education Programme.

Worked closely with, and
supported over
74,000 (4,402 in FY22)
teachers and Government officials
for delivery of quality education.



"EdelGive has been an immense source of information, knowledge sharing and partnering for us. Their wealth of experience and due diligence of organisations and NGO partners is something we rely upon often. The team at EdelGive is very approachable and always keen to help, whether its information sharing or hosting interactive sessions and seminars."

ZARINE COMMISSARIAT

Head - Corporate Social Responsibility,
Shapoorji Pallonji & Co. Pvt. Ltd.

COMMUNITY RESILIENCE AND CLIMATE ACTION (CRCA)

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, landless labourers, tribals, migrant communities and 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 such poverty and hunger is through enhanced ownership of resources, empowerment, and increased awareness of community members.



Glimpses of EdelGive's work in the field of Community Resilience and Climate Action

Through our partners, we strive to provide capacity building support, promote value-based enterprises, and build institutions that ensure better purchasing power for communities to gradually become independent and self-sustainable. This is done by providing contextual solutions and facilitate support to combat the effects of climate change and reduce vulnerabilities, under four priority areas:



Climate Action



Collective Action



Entrepreneurship and Employability

In FY22, EdelGive has supported **17 projects** of **14 NGO partners**, working with the most vulnerable communities across **10 states** in India. Over the years, through our NGO partners, we have been able to create significant impact, in a few critical areas:

Average **42.8%** (FY22) enhancement in annual income of farmers.

Brought under irrigation over **2,500** (889 in FY22) hectares of land, for enhanced agriculture yield.

Supported over (construction or repairs) **1,000** (960 in FY22) watershed structures for water conservation.

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

Funded over **₹180 crores** (Over ₹45 crores in FY22) towards Sustainable Livelihood Programmes, over the past 5 years (2017-2022).

Supported over **63,000** families (**49,572** in FY22) through sustainable livelihood programmes.

Supported **20,000** farmers (**8,126** in FY22) for climate smart agriculture/organic farming.

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 (RBM) 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.

“

“Over the years, I have seen the impact of EdelGive's deep and meaningful work across several grassroots organisations, not just by providing grant support but also through meaningful capacity and organisation building interventions”

RATI FORBES

Director,
Forbes Marshall

Portfolio	State	NGO	City, District	Description
CRCA	Chhattisgarh	Action for Food Production (AFPRO)	Raipur, Dist. Raipur	Supporting vulnerable communities to become self-reliant through training, knowledge and technology transfer on rural development projects.
Education	Delhi	Kaivalya Education Foundation	New Delhi, Dist. Delhi	Supporting public education system leaders to improve learning levels of students by enabling people improving processes and technology.
Education	Delhi	Sshrishti	New Delhi, Dist. Delhi	Providing education, digital literacy and skill development to enable employability of the youth.
CRCA	Gujarat	Utthan	Ahmedabad, Dist. Ahmedabad	Running 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	ANANDI	Ahmedabad, Dist. Ahmedabad	Working with rural women of Gujarat for their social and economic rights through collectivisation.
Women Empowerment	Gujarat	KMVS	Bhuj, Dist. Kutch	Focusing on the holistic empowerment of women and girls by addressing their safety issues.
CRCA	Jharkhand	TRDSW	Torpa, Dist. Khunti	Focusing on education, empowerment and livelihood skills for communities.
Women Empowerment	Karnataka	IT For Change	Bengaluru, Dist. Bengaluru	Advocating for digital rights of people in pursuit of social justice and gender equality in the society.

Portfolio	State	NGO	City, District	Description
Education	Karnataka	Agastya	Bengaluru, Dist. Bengaluru	Building curiosity and nurturing creativity in disadvantaged children and teachers through their innovative learning tools.
Education	Karnataka	Raza	Bengaluru, Dist. Bengaluru	Providing access and quality education to children at all levels.
CRCA	Karnataka	Manuvikasa	Sirsi, Dist. Uttara Kannada	Promotes livelihood development for landless labourers and small farmers through entrepreneurship development, financial inclusion and biodiversity conservation.
CRCA	Karnataka	Vrutti	Bengaluru, Dist. Bengaluru	Building wealth and resilience amongst small producers and vulnerable communities through transformative agrarian and allied livelihood solutions.
Women Empowerment	Karnataka	Maraa	Bengaluru, Dist. Bengaluru	Employing different lenses of caste, labour, gender and culture as a media and arts collective, in curation, production, and research with specific attention to structural violence and inequality.
Women Empowerment	Madhya Pradesh	Jan Sahas	Dewas, Dist. Dewas	Providing protection, and promoting 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	CORO	Mumbai, Dist. Mumbai	Developing and nurturing a community-based approach to tackle endemic issues in India's most marginalised communities while working towards developing grassroots leadership, women empowerment and gender education.

Portfolio	State	NGO	City, District	Description
Women Empowerment	Maharashtra	Mann Deshi	Mhaswad, Dist. Satara	Enabling women's economic empowerment by providing them opportunities to earn and grow their income.
Women Empowerment	Maharashtra	OGQ	Mumbai, Dist. Mumbai	Providing world-class training facilities to athletes preparing for the Olympics.
Education	Maharashtra	Gyan Prakash Foundation	Pune, Dist. Pune	Joining the efforts of various NGOs, corporates and the government, towards improving the quality of public education in rural India.
Education	Maharashtra	LeapForWord	Mumbai, Dist. Mumbai	Working on making English teaching techniques accessible to regional language school teachers.
CRCA	Maharashtra	Yuva Rural Association (YRA)	Nagpur, Dist. Nagpur	Facilitates social and economic transformation by providing rural poor access to their rights.
CRCA	Maharashtra	Vikas Sahyog Pratishthan (VSP)	Mumbai, Dist. Mumbai	Working towards building a sustainable economy that is ecologically sensitive and promotes equality among all members of a community.
Education	Maharashtra	QUEST	Thane, Dist. Wada	Pursuing quality-related issues in Early Childhood Education, elementary education, and teacher professional development, primarily through action research in pedagogy.
Women Empowerment	Maharashtra	Majlis	Mumbai Suburb, Dist. Mumbai	Working on issues concerning women's legal rights and access to justice by helping women access their rights through legal support in court, training of key stakeholders, policy interventions and public campaigns.

Portfolio	State	NGO	City, District	Description
CRCA	Odisha	Sambandh	Bhubaneshwar, Dist. Bhubaneshwar	Building sustainable livelihoods through natural resources management, smart agriculture and biodiversity conservation.
CRCA	Odisha	Pragati, Koraput	Koraput, Dist. Koraput	Supporting organisations that protect, utilise, control and manage local resources through collective action by focusing 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	Implementing programmes on health, education, governance, livelihood and disaster risk reduction to promote the best interest of disadvantaged communities.
Education	Rajasthan	Kshamtalaya	Udaipur, Dist. Udaipur	Supporting children, teachers and school leaders to achieve their true potential and build integrated pedagogical leadership focusing on improved learning experience and developing community ownership.
Women Empowerment	Rajasthan	Ibtada	Alwar, Dist. Alwar	Addressing the socio-economic issues of women and girls in the conservative Meo Muslim community in Alwar, Rajasthan.
CRCA	Rajasthan	GRAVIS	Jodhpur, Dist. Jodhpur	Working towards environmental conservation and sustainable development programmes for alternative rural reconstruction for communities in the Thar Desert region.
CRCA	Rajasthan	GVCS	Barmer, Dist. Barmer	Providing 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
Women Empowerment	Telangana	Shaheen	Hyderabad, Dist. Hyderabad	Conducting inclusivity interventions for isolated and abused women and girls of vulnerable communities.
Women Empowerment	Uttar Pradesh	AALI	Lucknow, Dist. Lucknow	Addressing women's issues through a rights-based approach as a feminist legal advocacy and resource group.
CRCA	Uttar Pradesh	Medha	Lucknow, Dist. Lucknow	Preparing 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	Focusing on policy building, empowerment and leadership of survivors of violence and discrimination.
Women Empowerment	West Bengal	Nishtha	Baruipur, Dist. South 24 Parganas	Functioning as a community-focused, 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	Empowering the underprivileged and disadvantaged members of the society, especially women, through community development programmes on education, health and overall development.

Case Study: Kshamtalaya, Kotra and Gogunda, Rajasthan

MAHA LEARNING FESTIVAL: REVIVING THE SPIRIT OF LEARNING IN 30 GOVERNMENT SCHOOLS

The Learning Festival is a quarterly experiential workshop conducted over 6 days in schools or local community spaces to revive the spirit of learning. The days are designed in a natural progression; where children explore various mediums of learning, by experiencing a predetermined set of creative activities of each medium.

The festival is aimed at demonstrating the immense possibilities that a community holds within it to create a holistic learning space for students. Kshamtalaya aimed to demonstrate this in some of the most remote villages of Kotra and Gogunda Blocks.

The festival was implemented in 30 government schools in the post third-wave COVID phase where the meaning and continuity of learning were just settling in for students.

The festival is aimed at demonstrating the immense possibilities that a community holds within it to create a holistic learning space for students.

**Day 1
and
Day 2**

Introduction

**Day 3
and
Day 4**

Building Group

**Day 5
and
Day 6**

Identity exposure & deep-dive creation days celebrating the learnings



Kshamta Utsav: Teachers being trained to implement the festival with children on-ground

The 3 days residential training program titled "Kshamta-Utsav" is a unique experience for the anchors of the festival to prepare to implement on-ground with children. It brings forward the experiential learning format that is based on the belief that learning through experience builds effective facilitation skills. 110 facilitators were trained in 5 learning studios: Puppetry, Story Telling Art, Imagination Theatre, Drama Music, and Composition Ultimate Frisbee. The training program replicates the 6 days festival format by going over the essential steps in progression, which supports the trainee to experience the core guiding principles of the program.

In conversation with Surendra Puri Goswami from Gogunda Block, one of the facilitators on-boarded for the festival. "I really hope that such opportunities are provided to the youth of Kotra

and Gogunda every year. It was a fantastic opportunity for us to get to know one another, meet new people, and learn about how we can contribute in whatever way to create an inspiring environment within schools!"

Post the Kshamta-Utsav experiential training program the facilitators were provided with the required material, planning and moral support to implement the festival in 30 schools of Kotra and Gogunda. Relevant permissions were taken for the same and the District Collector of Udaipur specially launched the posters of the program that provided more weightage to it.

3 program coordinators were also hired for the project for the sole purpose of supporting the schools and the volunteers to ensure smooth implementation of the festival's processes. These

"It was a fantastic opportunity for us to get to know one another, meet new people, and learn about how we can contribute in whatever way to create an inspiring environment within schools!"

even enabled data management to capture the outputs and outcomes of the festivals' processes.

Throughout the festival, over **1,500 children** from **30 government schools** in tribal-rural blocks of Udaipur created **500+ collaborative projects**. 1,559 children registered for the festivals, out of which 211 were drop-out and out-of-school students. Additionally, the festival also reached 600+ community members.



Nurturing children in rural pockets of Rajasthan to recognise their potential

Kshamtalaya's Life Skills Assessment Tool was used to assess the children during the Learning Festival. The tool assesses children's life skills on:

- **Self-Awareness and Regulation:** ability to be mindful, resilient
- **Self in Community:** considering oneself as part of the community
- **Self-Expression:** ability to learn, curiosity and find means to communicate oneself

The data provided below reflects a sample population of 577 students who were observed on Day 1 as baseline and Day 5 as the endline data.

- **58.4%** of the students demonstrated a positive jump in **Self in Community** metric. This means that students were able to seek help and collaborate with others while working on their outputs be it sticking something together, working on story scripts etc. Students were also able to offer help on their own whenever they observed their classmates needed some kind of support in studio activities.
- **53%** demonstrated at least one level of positive jump in the **Self-Expression** metric. More than half of the students were observed to be able to share what they had created during the festival. Children also shared their learning on the last day in front of their parents.
- **55.8%** demonstrated resilience on the **Self-Awareness and Regulation** metric. Children were able to bounce back from the challenges they faced. One of the groups in Kodarmal, Kotra scouted for material available near their school to prepare instruments, which helped them with tying, sticking and holding etc.

On the last day of the festival, the children and facilitators invited the local community members - parents and local government leaders - to come inside the school premises where children's work had been displayed. Each group came forward in front of the community and presented their creation (play, music, performance etc.), and their learnings.



Children from schools across Kotra and Gogunda channeled their creativity to create art during the Learning Festival



Rajasthan

This is *Chanderi Silk Applique* which involves stitching a smaller piece of fabric to a larger piece to create a pattern. The technique goes through 8-10 stages - making it an intricate process. *Chanderi* (named after the little town of Chanderi in Madhya Pradesh) is a traditional ethnic silk saree and one of the oldest hand-woven textiles in the country. The uniqueness of *Chanderi silk* fabric lies in its beautiful motifs embellished on the fabric.





Partnerships

The Indian development sector is a vibrant ecosystem consisting of NGOs that are leading social impact at the last mile, donors who support this work and the Government and its systems. In this context, EdelGive, as a grantmaker and a philanthropic asset advisor and manager, pools together the know-how and agency to build an ecosystem of funders and implementation partners who join hands to tackle society's toughest problems. We view our position as being strategically in the centre of the philanthropic ecosystem and at the cusp of the two worlds – the for-profit and the non-profit.

Our role as enablers and advisors of philanthropy was augmented especially during the COVID-19 when we facilitated Indian and international funders, including the Indian diaspora, to connect with organisations across India to support disadvantaged communities ravaged by the pandemic.

With great disillusionment and concern, we also witnessed the deepening vulnerabilities of these organisations that struggled to survive when hit by an unprecedented crisis yet striving to serve the communities. We channelised this discontent into making our philanthropy more empathetic and inclusive, grew committed to evangelising it widely, and found our hopes rejuvenated with every new partner who joined us in our mission.

As proponents and enablers of collaborative philanthropy, we are proud to have anchored and supported six collaborative initiatives in Education, Women Empowerment, Climate Change, Migrant Relief and more recently Capacity Building of grassroots organisations, through our most ambitious endeavour - The GROW Fund – a first-of-its-kind initiative that we hope will demonstrate and institutionalise how innovative and agile philanthropy can be as a response to India's development dilemmas.



"The GROW Fund is well-poised to catalyse a remarkable comeback by the Indian civil society who faces severe challenges in the aftermath of COVID. Oak is confident that primary evidence on the relevance of core support as a key ingredient to help thrive civil society will draw great support from philanthropy. Oak is very excited with the promise of GROW adding fresh learning to Oak's experience on supporting organisations and collaboratives around the world."

PARAMITA CHOWDHURY

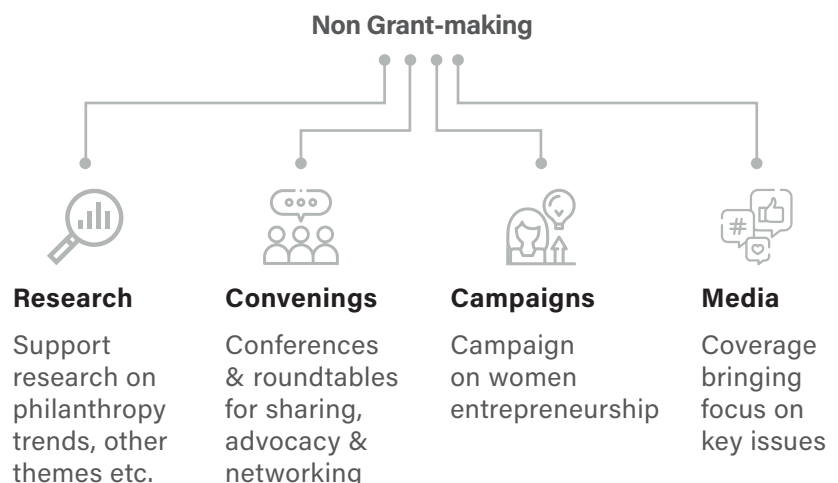
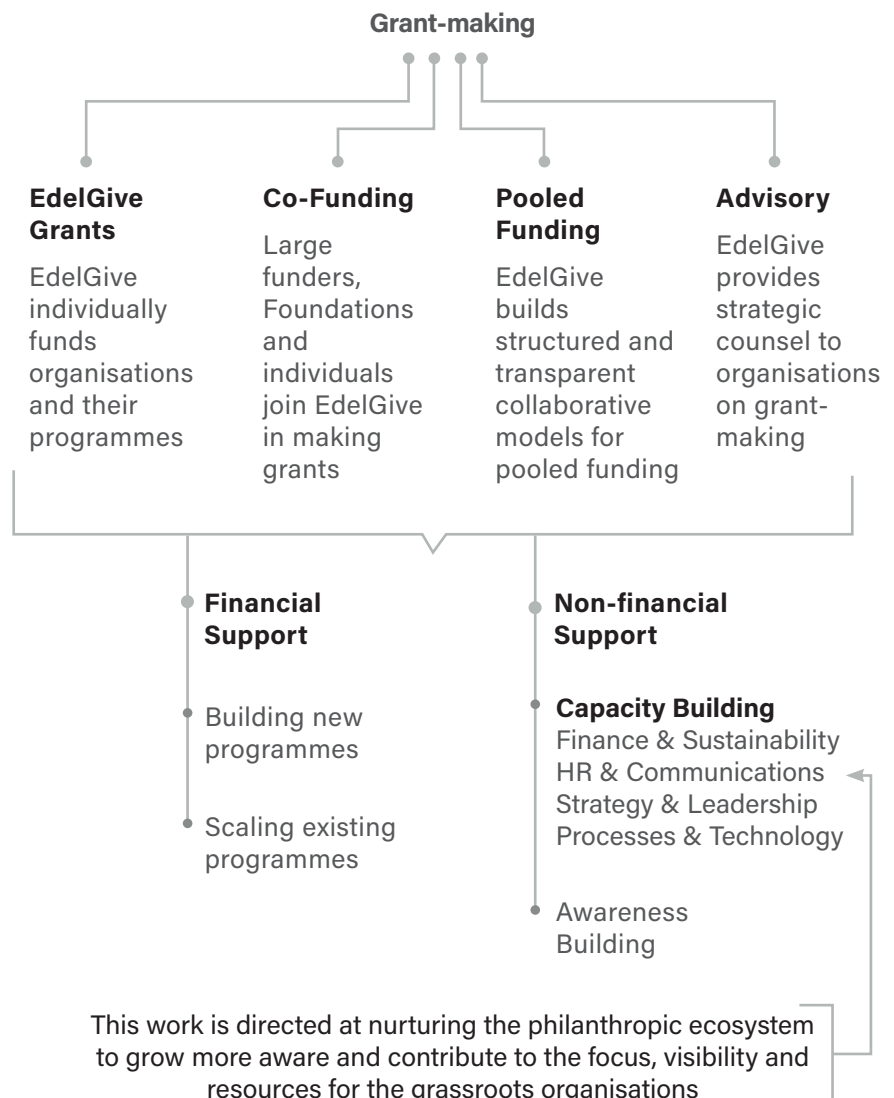
Programme Officer - Oak Foundation,
India Programme

CUSTOMISED PHILANTHROPIC SOLUTIONS

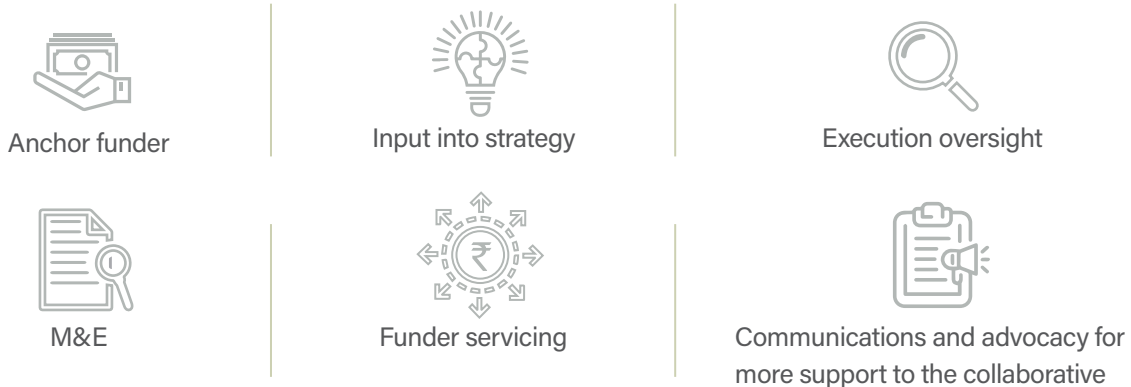
EdelGive Foundation funds and supports promising grassroots non-profits around the country – from community organisations to grassroots-level initiatives – through a thorough due diligence process. We also have multiple partnerships with international and Indian donor communities. As an asset management platform, we help funding partners - including corporates, HNIs, Family Offices and Foundations - define their philanthropic strategy. As a go-to partner of choice for Indian and foreign funding partners, we create customised impact strategies in accordance with the context, geography, expectation and vision-alignment of our partners. The strategy encompasses:

- Advice on CSR policy and strategy for identifying causes and communities to map innovative funding models
- Facilitating exchange of resources and information
- Working as an effective intermediary between the for-profit and non-profit sectors

OUR APPROACH



The roles we play as the creator and anchor of collaboratives:



A COLLABORATIVE APPROACH

EdelGive is known for its extensive experience and understanding of funding grassroots, with its ability to advise and manage philanthropic funds for a diverse range of donors. In the last six years, our collaborative philanthropy approach has been emboldened and validated through our six collaboratives.

The Collaborators for Transforming Education

EdelGive launched The Collaborators in 2016 to

support the Government of Maharashtra in addressing persistent gaps in the 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 9 funders and three non-profit organisations (NGOs), reaching over 1 million children in six years.** The programme has been collectively supported by Tata Trusts, Sita Devi Malhotra Trust, Great Eastern Shipping, Dalyan Foundation,

HT Parekh Foundation, Credit Suisse, Douglas B Marshall Jr. Foundation and Soujanya Colors, since its inception.

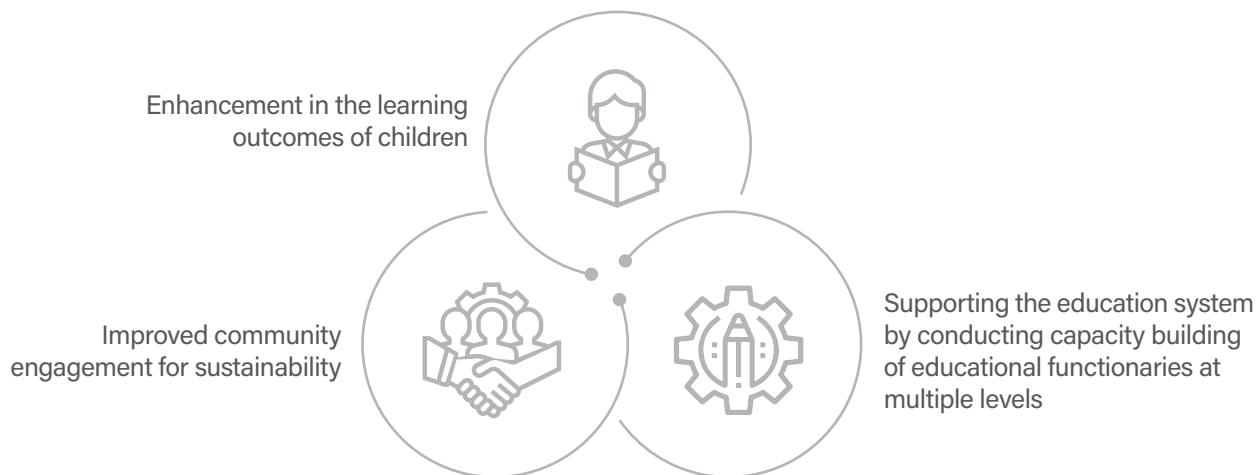
Furthermore, EdelGive Foundation also entered into an extended MOU with the Government of Maharashtra until 2026, with the additional scope of expanding the programme, to all districts of Maharashtra.

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. It also has been presented by the Government of Maharashtra to the Government of India, World Bank and UNICEF.



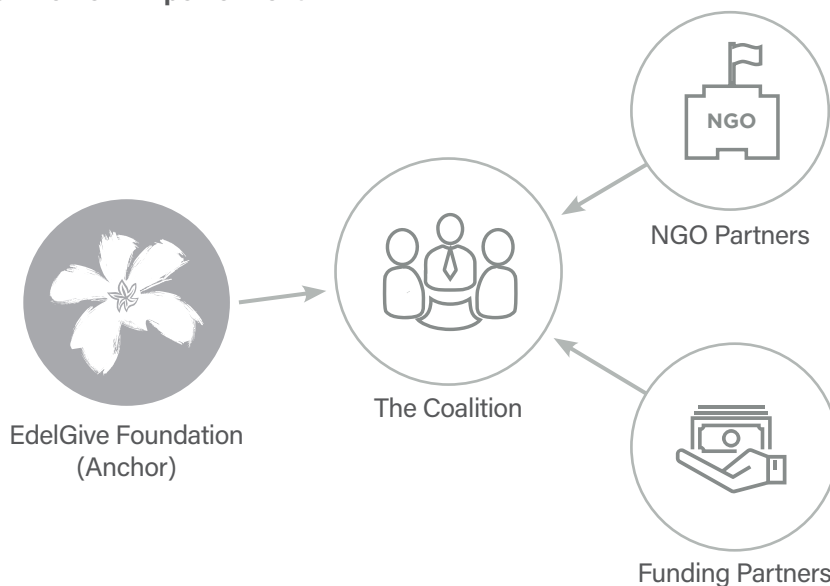
Learning in process for students that form a part of the CTE

The intervention focuses on three specific objectives, using the Constructivism¹ approach:



¹ 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



EdelGive's mission towards women empowerment is:

- to mainstream gender into every dialogue and deliberation on social development in India,
- emphasising social and economic factors as being undeniably interlinked in enabling women empowerment; and
- harnessing intent and resources from India to acknowledge and fund India's development problems.

The CWE brings together a group of committed funder organisations and a group of grassroots organisations that collectively work towards enabling rights-based work in women's rights and gender equality across India. The collaborative brings much-needed focus and resources to interventions facilitating social and economic empowerment of women and girls, namely freedom from violence and discrimination, grassroots leadership, access to legal justice, access to rights and entitlements, and freedom from economic dependence. In addition to grantmaking, the CWE is committed to providing a 360-degree support to grassroots organisations working for women's rights through capacity building interventions for institutional strengthening.

Operating in a context wherein the gender inequality ratio continues to widen yet gender equality remains among the lowest priorities of philanthropic funding, EdelGive, through the CWE, is also committed to bring voice and visibility to this gap to inform and influence more support to this work. For this, we partner with like-minded funders who share and speak the message of the mission in their respective networks. Additionally, where possible and relevant, we involve influential voices who

can amplify this message to evangelise the need and value of investing in women's rights, and where possible we become the voice relaying the message in newer, uncatalysed forums.

The CWE is currently supported by Ford Foundation, Chintu Gudiya Foundation, Forbes Marshall, and The David and Lucile Packard Foundation.

This year also marked the close of **The Influencers** - our three-year initiative that brought together a group of prominent, influential voices from philanthropy, business, media, and public service that supported the CWE through their resources, voice, work and network. In its three-year tenure, the CWE was able to support the empowerment journeys of over 2 lakh women and girls. Additionally, it enabled research, documentation and dissemination of insights, good practices, and key achievements of grassroots interventions. It also led to the development of capacity building tools like the Sankalp application for legal casework management which is available to the sector for adaptation and usage.

The CWE and the Influencers initiatives were illustrative of EdelGive's commitment towards building a conducive ecosystem supporting critical

gender equality work in India. This experience of anchoring the CWE, which is unique in its approach of bringing together multiple funders and NGOs to identify and support diverse women empowerment initiatives across India enabled by robust governance frameworks, paved the way for our partnership with Co-Impact for the Gender Fund in India. We are co-facilitating the Fund outreach in the region and will also build pathways to engage India's philanthropic community to influence philanthropy for supporting feminist, grassroots work and leadership.

In line with our mission to influence the philanthropic ecosystem towards supporting more gender equality work, EdelGive became Co-Impact's Asia Region partner for the Gender Fund in Asia. We are facilitating the dissemination of the Fund's Open Call for Applications and Review process, and will be helping Co-Impact connect with India's philanthropic community to grow the Fund.

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, Good Energies, IKEA Foundation, and Oak Foundation**, to name a few, have extended their support to this alliance.

We recently launched a multi-year Just Transitions (JT) India Programme, with funding support from IKEA Foundation. The programme is aimed at raising climate ambition in India while ensuring social and economic inclusion, backed by national momentum and a strong, connected JT ecosystem in India. The three priority sectors have been identified for this programme – energy, mobility, and land use.

Migrants Resilience Collaborative



In 2020, amidst the COVID-19 pandemic, EdelGive also became a **strategic partner to the Migrants Resilience Collaborative** (an initiative by one of our NGO partners, 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, UNDP, Azim Premiji Philanthropic Initiatives, HDFC Capital, Barclays, M3M Foundation.**

The Collaborative 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 3 years.

This year, around 2.49 million households were registered for benefits through MRC's work and benefits for 1.44 million were enabled. MRC's interventions helped workers recover INR 3.2 crore in compensation and lost wages. The team has been continuously making efforts through pre-departure and

post-arrival training to make workers aware of the protective laws and mechanisms and their rights to ensure the safe migration of workers. These trainings will further evolve and will be established as strong prevention strategies to reduce the prevalence of forced labour.

Pay-What-It-Takes



In 2020, EdelGive joined **Pay-What-It-Takes**, a multi-year initiative committed to collaborative action to change practices and mindsets of funders and other stakeholders to build stronger, more financially resilient non-profits in India. The initiative is co-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)**, and the **Ford Foundation**. Each partner believes strongly in the importance of understanding true costs better, and is approaching the initiative to build awareness of the importance of funding essential non-programme costs fundamental to scaling impact.

Udyam Stree – A National Campaign to promote Women Entrepreneurship



UdyamStree is an initiative by EdelGive Foundation, to promote entrepreneurship as a key driver for women's economic empowerment in India. Through its commitment to bridge the economic gender gap by collective action and engagement across stakeholder groups, UdyamStree works towards creating a conducive environment for women entrepreneurs in India.

In April 2021, EdelGive Foundation launched the 'Landscape Study on Women Entrepreneurship' – a flagship initiative under the UdyamStree campaign. The study offers insights into the multifaceted challenges women face during their entrepreneurial journeys and how policy implementation, advocacy and multi-stakeholder groups can overcome them. As part of the research, a detailed survey was conducted with 1,235 Women Entrepreneurs across 13 States of India.

“

"I would like to thank EdelGive Foundation for giving Bookletpedia the opportunity to develop a booklet of government schemes for women entrepreneurs in Maharashtra and Rajasthan. We were able to incorporate new characters, new themes into the booklet which also gave us an opportunity to further learn for our future projects. The experience of working with the EdelGive team was wonderful and we wish for such opportunities to work with them in the future."

PIYUSH PODDAR

Co-founder, Bookletpedia

UdyamStree recently completed its one-year journey. With the range of stakeholders reached and channels of communication accessed through the campaign, UdyamStree has influenced multiple stakeholders, who have, in turn, created a dialogue to position entrepreneurship as a prominent enabler of women empowerment.

The following are the **key highlights** of UdyamStree in the past year:

I. Engaging with multiple key stakeholders across varied sectors:

We built engagement with key government institutions to advocate around women entrepreneurship and initiate parliamentary outreach to create relevant conversations for visibility.

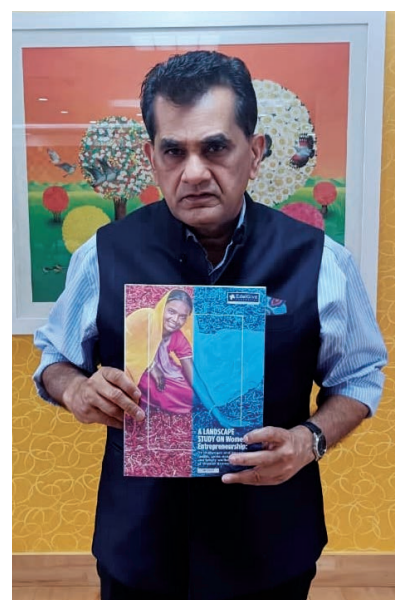
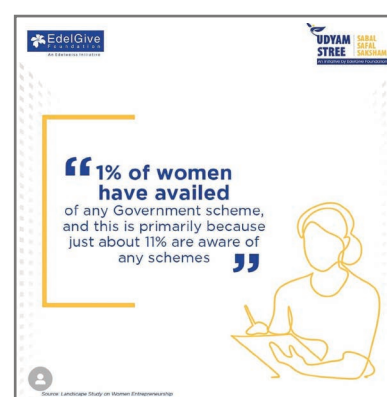
- **Key Government Bodies and Decision-makers:** To build a foundation for the campaign and create awareness for the cause along with the policy impetus, positive touchpoints were created with the nodal ministry, Ministry of Women and Child Development (MoWCD) and NITI Aayog

to build synergies with them under the UdyamStree campaign. Additionally, this created a potential pathway with the Ministry of Rural Development and legislative advocates who reached out to us to explore research opportunities and collaborate on knowledge-sharing in order to support women entrepreneurs in Odisha.

- **MP and MLA engagement:** Several MP's and MLAs from distinct parties championed their voice (through op-eds and social media engagement) towards the campaign.

Following is a list of some prominent parliamentarians:

- Dr. Heena Gavit Lok Sabha and Head of Standing Committee on Women Empowerment, Nandurbar, BJP
- Supriya Sule, Lok Sabha, Baramati, NCP
- Amar Patnaik, Rajya Sabha, Odisha, BJD
- Diya Kumari, Lok Sabha, Sawai, Madhopar, BJP
- Aparajita Sarangi, Lok Sabha, Bhubaneshwar, BJP



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

- Collaboration with FICCI's Greater 50 Campaign:** With the objective of strengthening and accelerating outreach initiatives with respect to women entrepreneurship in India, EdelGive and FICCI have garnered commitments from **20+ corporate leaders** through mentorship support on FICCI's Greater 50 platform. These mentors have volunteered their time in multiple capacities on FICCI's platform. Moreover, mentors have also authored articles, shared their opinion on social media and conducted sessions on entrepreneurship.



Virtual MoU signing between FICCI and EdelGive to mentor women entrepreneurs in India

- Partnership with Maharashtra State Education Department:**

In line with the National Education Policy (NEP), 2020 (which recommends the development of curriculum in four areas - School Education, Early Childhood Care & Education, Teacher Education and Adult Education), the partnership with the Maharashtra State Education Department envisions promoting enterprise development through sensitisation, soft skills and confidence-building among school children, especially young girls studying in Classes VIII to XII. From across Maharashtra, 2,000+ students would join with an aspiration and vision to become job creators and not only job seekers.



Glimpse of the signing of EdelGive's partnership with the Maharashtra State Education Department

“

“EdelGive Foundation, through UdyamStree, is helping women entrepreneurs in rural areas and its good to see that. I had the opportunity to speak to women entrepreneurs as well as learn how they are working. We got a lot of calls from entrepreneurs who were encouraged by our show and they learned about schemes that they can leverage. I would like to thank all women entrepreneurs that took our help. Radio Vishwas would like to thank EdelGive Foundation for this opportunity”

SNEHAL JHADAV

RJ, Radio Vishwas (Nashik)

II. Shaping narrative around women entrepreneurship by driving issue-centric dialogue through a medium of media and social media platforms:

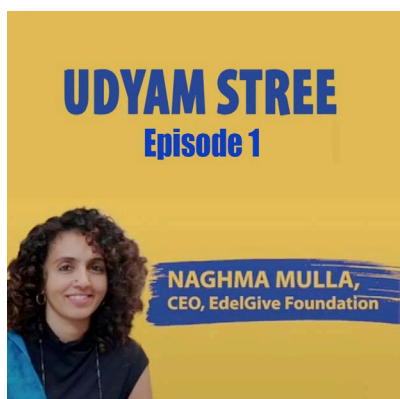
For this, we explored formats to ensure 360-degree communication of the campaign, focusing on women entrepreneurship, impactful stories, collaborations and women-led small businesses.

- **Partnership with Haqdarshak (social organisation enabling citizens and MSMEs with access to government welfare and financial services):** Through Haqdarshak's reach to the last mile, 3,000+ women entrepreneurs were impacted via awareness generation of government schemes and 2,12,700 women entrepreneurs were benefitted through scheme linkage.
- **Media Impact:** Effected a readership of over **27 lakhs** via **25 opinion editorials, 10 interviews, 16 beneficiary stories, and 65+ Press releases.** EdelGive leadership influenced **50+ National media & digital publications** and garnered coverage around gender-inclusive themes. **20+ Media & Social Media Influencers** supported the cause on various platforms like roundtable discussions, co-authored pieces, and motivational videos to express their support for women-led businesses.
- **Stories of UdyamStree:** To showcase the inspirational stories of women who came ahead in their entrepreneurial journeys by breaking the societal roles and responsibilities designed for them, we launched a series of conversations named 'Stories of UdyamStree' which has gained over **56.3k impressions** across social media platforms.



The first episode of Stories of UdyamStree throws light on the entrepreneurial journey of Firoja Khatun, a human trafficking survivor, now a leader of Utthan and Indian Leadership Forum Against Trafficking (ILFAT)

- **Community Radios:** Radio conversations were held in collaboration with Radio 7 from Jaipur and Radio Vishwas from Nashik, designed to accelerate grassroots awareness about government schemes/yojnas for women. **3.5 lakh listeners** tuned in from Rajasthan and Maharashtra.



Launched a radio show 'UdyamStree' in collaboration with Radio Vishwas and Radio Seven to generate awareness around key government schemes for women entrepreneurs

- **Bookletpedia:** Over 2,000+ women in Maharashtra and Rajasthan were given access to information in multi-lingual content (English, Hindi, and Marathi) through informative booklets with the objective of creating awareness regarding schemes for women entrepreneurs.



In collaboration with Haqdarshak and Bookletpedia, an Entrepreneurship Handbook was created which includes detailed information about government schemes and their eligibility criterion

- **Pyaar to Small Vyapaar:** In collaboration with popular influencers like Prajakta Koli, Aanchal Agrawal and Deepika Mhatre, we tipped our grateful hats to women-led small businesses and encouraged people to be #VocalForLocal. These videos accumulated **708K impressions** and **230.9K views**.



Popular figures such as upcoming Bollywood star Prajakta Koli, Instagram influencer Aanchal Agrawal and domestic help-turned comedian, Deepika Mhatre voiced support for the campaign by posting videos on social media to amplify the message of the campaign



Beyond these collaboratives, EdelGive launched the GROW Fund.
More information on GROW follows in the next section.

Case Study: Torpa Rural Development Society for Women (TRDSW), Khunti, Jharkhand

WOMEN CULTIVATE MARIGOLD FLOWERS TO RAISE DOUBLE-FOLD INCOME

Small women farmers - Premila Bhengra and Silwanti Topno are from Manhatu Ambatoli and Kulda villages respectively, in Torpa block, Khunti district. Both villages are situated at a distance of 9 km from Torpa block with a population of 100 households. The community consists of the Munda tribe and the language spoken is Mundari, one of the oldest traditional languages in Jharkhand. Both the villages are surrounded by forest and the community is engaged in seasonal Non-Timber Forest Product (NTFP) activities.

Both women are engaged in vegetable production but hardly get a good harvest due to uncertainties of climate and the inability to procure a good price for their produce in the market. Premila and Silwanti have a small family of 5 members and their husbands are engaged in agricultural activities.



*An excited Silwanti Topno with her marigold field,
Kulda village, Torpa block*

Due to the specific requirements for an agricultural set-up, it was a challenge for the project staff to promote floriculture in a field where vegetable production takes place.

TRDSW introduced marigold cultivation. It was not easy for the project staff to initiate the project. Initially, these women refused to adopt marigold plantations in their vegetable production field. A series of discussions and trainings were provided by the project staff and TRDSW's support to both beneficiaries along with 19 women farmers and their husbands. Finally, the group agreed to implement a marigold plantation.

Premila Bhengra planted 4,000 marigold plants on a 40 decimal land and Silwanti Topno planted 900 marigold plants on a 10 decimal land. These women sincerely monitored the marigold

I cultivated marigold this season. Earlier we cultivated various vegetables that required more investment. But we hardly got a good harvest. We ran losses as the vegetable plants often die due to uncertain weather. Marigold cultivation gave us more profit than vegetable cultivation.



TRDSW project staff help out with market linkage with trader for better price

plants and regularly engaged in the field. But the uncertainty of rainfall and the constant attack of insects damaged the plants. Seeing the damage to the plants, both women stopped labour activities in their respective fields. TRDSW organised a follow-up meeting where the project staff trained these women on timely insecticide spraying. As a result, the plants survived and yielded a good production of marigold flowers. Premila Bhengra lost 1,200 marigold plants and Silwanti Topno lost 100 marigold plants. Despite the initial damage caused, these women managed to create a good marigold production.

Farmers from these villages, who were earlier engaged in traditional vegetable farming with minimum returns, were nudged to take up marigold cultivation, drawing nearly INR 3.5 lakh profit this season from 9 acres of land in the Torpa block, Jharkhand.

With TRDSW's support, market linkage was provided to these women that aided Premila Bhengra to earn around INR 20,000 and Silwanti Topno to earn around INR 7,000. Marigold cultivation peaks for 2 to 3 months and it has a massive potential market for festivals like Dusshera, Diwali, and Chhath puja. Both women were gratified to multiply their returns through marigold cultivation. For the next season, they plan to manage production on a large scale.

"I cultivated marigold this season. Earlier we cultivated various vegetables that required more investment. But we hardly got a good harvest. We ran losses as the vegetable plants often die due to uncertain weather. Marigold cultivation gave us more profit than vegetable cultivation," said Premila Bhengra & Silwanti Topno.

Premila Bhengra planted 4,000 marigold plants on a 40 decimal land and Silwanti Topno planted 900 marigold plants on a 10 decimal land. These women sincerely monitored the marigold plants and regularly engaged in the field.



Marigold women producers done marketing themselves with TRDSW support

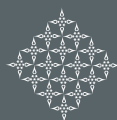


Bihar



Kora, a hand-spun fabric is woven with a cotton yarn embellished with extra weft 'bavanbuti' motifs. It is hand-spun on the Kisan charkha by rural communities of women in Siwan and Samastipur districts of Bihar. The fabric stands out due to its smooth texture and adds crispness to various forms of apparel such as sarees, lehengas, skirts and bridal dresses.





THE GROW FUND

Grassroots | Resilience | Ownership | Wellness

The GROW Fund was conceptualised by EdelGive Foundation with the aim of supporting, sustaining and strengthening 100 grassroots organisations across India, in the wake of the COVID-19 pandemic. A first-of-its-kind initiative, the Fund helps to build resilient organisations by funding their core costs, supporting capacity building initiatives and organisational development for future readiness.

GROW has received support from a diverse group of funders like MacArthur Foundation, Manan Trust, Rohini Nilekani Philanthropies, Bill and Melinda Gates Foundation, A.T.E Chandra Foundation, Ashish Kacholia, Oak Foundation, Dalan Foundation, Rainmatter Foundation, Indus Foundation of Utah, Forbes Marshall, Omidyar Network, Onward Foundation, Famy Care, IIFL and Edelweiss Group as well as community and individual funders like Bikhchandani Family, Sanjay Purohit, Govind Iyer and Mekin Maheshwari amongst others who wish to remain anonymous.

The Fund was launched this year and received over 2,300 registrations. A rigorous multi-step evaluation process was followed to select 100 grassroots organisations, which we call the GROW 100. The GROW 100 comprises organisations from 20 states covering all four geographic zones of the country. They cover a range of cause areas, including gender rights & equality, poverty, livelihoods, education, climate and ecology, health & sanitation, governance, advocacy & research, disability, community development, arts & culture and sports.

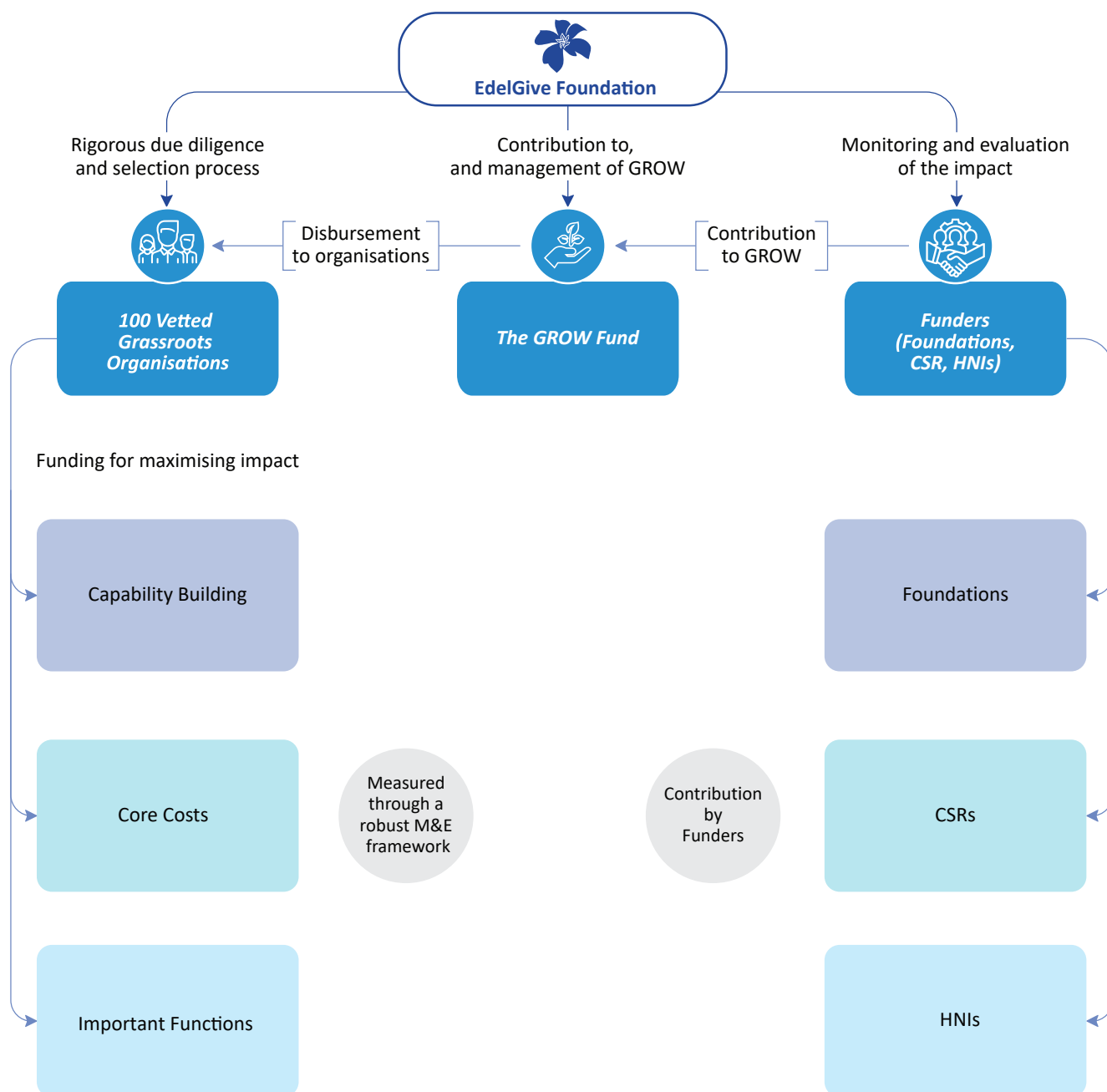


“We are delighted to be on the GROW journey with EdelGive and other partners. Nonprofits and civil society organisations have a big role to play in the creation of a strong, plural and resilient samaaj – a role that is critically important given the scale and complexity of societal challenges facing us today. We are glad that EdelGive created the space for donors and practitioners to come together, to shore up, build capacity and co-travel. We look forward to learning and growing together!”

NATASHA JOSHI

Associate Director - Rohini Nilekani Philanthropies

The GROW Model



The activities of the GROW team over the first year were focused on outreach to NGOs across India to invite applications for the Fund, management of the applications process, evaluation of applications, and bringing the final 100 organisations on board. In addition, the capacity building and grant management components of the GROW fund were planned and rolled out, and the governance mechanisms were put in place.

The following are the **key highlights** of the GROW Fund in the past year:

Inviting Applications for GROW

During the GROW launch phase, creating a local and national outreach was of critical importance. With an aim to create awareness and trigger interest among organisations in the most remote parts of the country, the team created a Public Relations (Print + Digital) Plan with a special focus on the South and East geographies. The GROW team leveraged multiple channels to reach as many organisations as possible, including social media, emailers, web and print advertisements, and webinars.

The GROW Team, in its application outreach and eventually shortlisting of the final 100 NGOs ensured that the selected NGOs were represented from every zone of India in an equal proportion - 25 NGOs from North, South, West and East ones respectively.

A summary of the communication channels utilised for garnering outreach for the GROW Fund application process.



Print Media

83 regional and national publications

Articles published in 90 districts across 22 states, in 7 languages; Gujarati, Marathi, Kannada, Bengali, English, Hindi and Odiya



Social Media

WhatsApp, Facebook, LinkedIn and Instagram

Campaign gained over 10,000 likes and reactions and over 31,000 impressions across platforms



Our Outreach Partners

Acumen, Arthan, Covid Action Collaborative, CSDD, CSRBOX, Digital Empowerment Foundation, Goonj, Jan Sahas, Oxfam, Phia, Pravah, Sattva Consulting, Social Lens, and UnLtd



Emailers

83,000 emailers by EdelGive; 75,000 emailers by outreach partners (Arthan, Social Lens and others)



Web Advertisements

Promotional posts on CSRBOX, NGOBOX and DevNetJobs India for 2 weeks



Webinars

9 webinars attended by 750+ participants

Registration received for GROW

The GROW Fund received registrations almost equally across the four geographic zones.

The top five states in terms of registrations were Maharashtra, Delhi, Karnataka, Tamil Nadu and West Bengal. The thematic areas which were most represented were **Education, Health, Livelihoods and Women Empowerment, followed by Rural Development, Vocational Skills and Environment.**

Selection Process

Four panels comprising a total of 16 experts and five internal panellists were invited to review these applications in November. Diverse categories of expertise were represented on each panel, including funders (foundations/ CSRs), sector experts, NGOs and research experts. Based on the results of the due diligence process, the final 100 were selected ensuring an equal split across all four zones as well as broader representation across a range of thematic areas.

“

“It has been great to partner with EdelGive Foundation and support the impactful work that EdelGive has been leading towards a shared vision of strengthening the ecosystem for collaborative philanthropy in India. We have also been partnering to advance women’s economic empowerment and entrepreneurship. We are excited about this partnership and look forward to creating continued impact in India.”

ARNAV KAPUR

Senior Program Officer
Bill & Melinda Gates Foundation

All of GROW’s 100 NGOs were showcased in the below creative for the launch



GROW’s 100 Announcement

The results of the GROW selection process were announced in the month of January 2022 via the GROW microsite, press releases in print and digital across 8 languages as well as personal congratulatory mailers sent to all the 100 organisations. The announcement garnered coverage in 84 publications in 9 languages across 12 states- 62 print including PTI, ANI, Business Standard, The Week, The Statesman, and CSR

Mandate and 22 online stories. The team also published a series of posts as part of the social media campaign to create a buzz around the announcement and announce the GROW 100, beginning with a promotional video followed by video bytes from the leadership. To extend inclusivity and build the feeling of community among the GROW 100s, a creative GIF was developed that spotlighted the names of the 100 NGOs.

The GROW 100 announcement campaign gained over 10,000 views across all social media platforms. An orientation session was then held with the new grantees, during which the GROW team, along with capacity building and grant management partners Social Lens and Grant Thornton, introduced the vision for GROW, the structure of the fund, the journey so far, the teams and their roles and the roadmap ahead.

Governance

A strong governance structure for GROW was developed to ensure accountability, transparency and equal participation of all stakeholders involved in the GROW Fund. This will consist of the following three key institutions:

GROW Funders Committee:
Comprising a representative from each funder, the core GROW team and executing partners, the GFC will meet bi-annually to discuss programme updates, and track milestones and activities. The first meeting was held virtually on 1 February 2022 with participation from all donors of the GROW Fund, implementation partners and strategic partners.

Operating Committee:
The Core GROW team and executing partners will meet every month to discuss the targeted tasks and activities for the month, issues and risks, progress and upcoming tasks.

Work Groups:
Groups consisting of individual thread leads from EdelGive and executing partners meet on a weekly basis to review detailed tasks and activity progress and resolve any operational issues.

Capacity Building

The 100 NGOs selected under GROW will be supported through capacity building initiatives and training. EdelGive is working with Social Lens to plan and deliver these capacity building services - HR, Finance & Compliance, Technology and Website Audit & Development, which have been identified as primary domains and will be implemented by different empanelled capacity building agencies onboarded basis their subject matter expertise in each domain.

Capacity building training and support will be provided in a staggered manner over the first year of GROW (June 2022 to May 2023), with each quarter dedicated to a specific domain. A logistics plan for the delivery of these services has been finalised and included in the GROW calendar.

Knowledge-Dissemination

As a first-of-its-kind initiative aimed at building the capacities, resilience and future readiness of 100 grassroots organisations, it was critical to continually engage with donors and build awareness about the objectives and model of the GROW Fund among various stakeholders in the ecosystem.

Thereby, the GROW team organised two roundtables to provide a brief insight into the thought process behind the conceptualisation and simultaneously, focus on themes integral to GROW's structure.

“

“A wise man once told me that it always helps to give trust because the responsibility of bearing it from that moment onwards is on the recipient. EdelGive chose to support LFW when we had nothing to show. The relationship started with trust and from that day onward, I have been carrying the responsibility to never break that trust.”

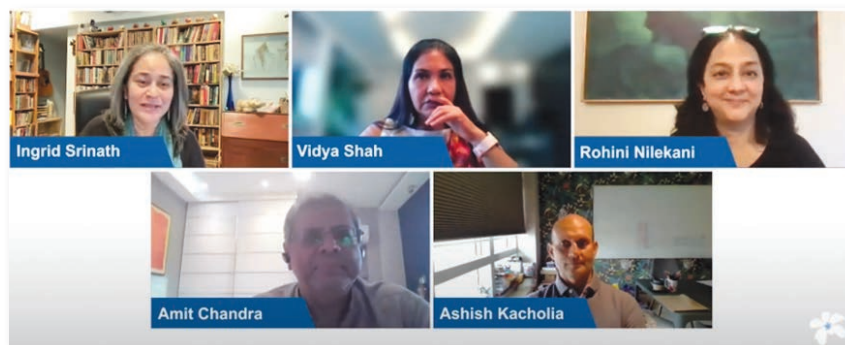
The work that we do has never been to justify the money you have given us. It has always been undertaken with a desire to be worthy of your trust, with a responsibility to honor that trust, and most importantly as a token of gratitude for all that EdelGive has done & been for LFW.”

PRANIL NAIK
Founder Trustee
LeapForWord

The following are the roundtables hosted:

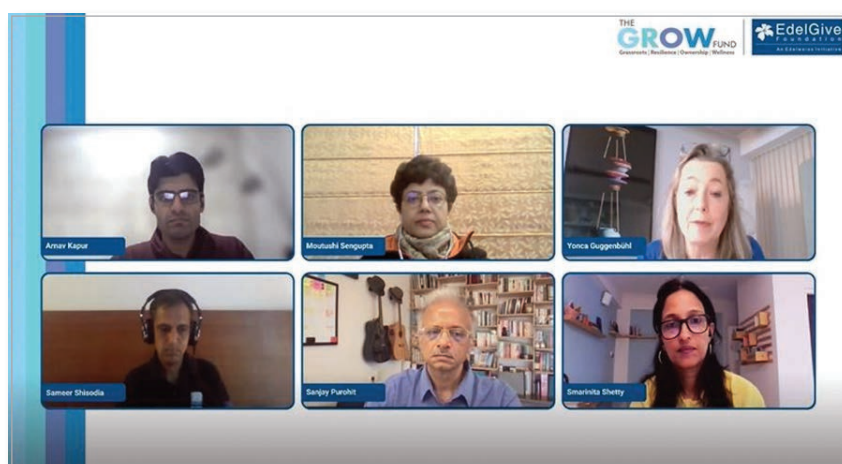
The roundtable held on July 2021 featured Ingrid Srinath (Centre for Social Impact and Philanthropy), Pritha Venkatachalam (The Bridgespan Group), Rohini Nilekani (Rohini Nilekani Philanthropies), Amit Chandra (A.T.E. Chandra Foundation), Ashish Kacholia (Lucky Investment Managers Pvt. Ltd.) and Vidya Shah (Executive Chairperson, EdelGive Foundation)

Roundtable 1.0 - The GROW Fund: Launch



Roundtable 2.0 - Institutional well-being: What it is and why we need to fund it

The roundtable held on January 2022 featured Smarinita Shetty (India Development Review), Moutushi Sengupta (MacArthur Foundation), Sanjay Purohit (Societal Platform), Sameer Shisodia (Rainmatter Foundation), Arnav Kapur (Bill and Melinda Gates Foundation) and Yonca Even Guggenbühl (Dalyan Foundation)



Way Forward

In the coming months, the 100 organisations will undergo capacity building training. A few organisations will be selected to receive focused Organisational Development support basis the selection parameters set for choosing

organisations. There will also be an overall tracking of the grant utilised and progress made against it on a quarterly basis.

All of these learnings and processes end-to-end will be

documented at every stage as the project progresses which will in turn, lead to a strong foundation to rely upon for potential future GROW Fund series and act as a replicable model for the ecosystem at large.

Case Study: Pragati, Koraput, Borigumma, Odisha

POULTRY FARMING: A RAY OF HOPE FOR THE LIVELIHOOD OF TRIBALS

Mangaldei Jani is a 28-year-old tribal woman. She lives with her disabled husband and one son in Pakanaguda village under the Katharagada G.P of Borigumma block in Koraput district of Odisha. Her family is poverty-stricken and only has a small patch of agricultural land. Both husband and wife work as daily wage labourers and sometimes, they also go outside to earn some money for their household expenses. When her husband felt it was difficult to maintain the family with the meagre amount of money that they earned from wages, she persuaded her husband to search for a job. Her husband left home and migrated to Andhra Pradesh to work as a labourer at a construction site.

Only Mangaldei remains at home. With the drive to do something, she joined the Women Farmers

Producer Group formed by the women of her village. She attends the monthly meetings of the group regularly after depositing the membership fees in the group.

During the period of COVID-19, when the lockdown was declared, her husband lost his job and decided to return back home. While he was on his way back home, he met with an accident on the train and lost one hand and leg. After a month's struggle in the medical ward, he returned home and due to the harsh nature of the accident, he was unable to perform any job. Mangaldei, during such a crucial period, managed her family by doing extra work. She applied for support along with other members through the Women Farmers Producer group to Pragati, Koraput for assistance

Mangaldei plans to keep more birds and extend the unit through which she will earn more additional income for her and her families' livelihood.

in Layer Poultry farming. She has been supported with an amount of INR 15,000. Pragati, Koraput has made convergence with a government agency named OPELFED that supplied 25 poultry birds of 16 weeks, one cage and feed to her. When the birds started laying eggs, Managaldei contacted the local shopkeepers to sell the eggs. Today, she sells 150 to 160 eggs per week at INR 5 per egg. She earns an amount of INR 3,500 per month from her small poultry unit. Besides that, she also consumes some eggs at home which adds nutrition to her food. Mangaldei plans to keep more birds and extend the unit through which she will earn more additional income to sustain her and her families' livelihood.



A glimpse of Managaldei's poultry farm unit



West Bengal

Jamdani
(Bengali: জামদানি)
is a fine muslin
textile produced
for centuries in
South Rupshi of
Narayanganj district
in Bangladesh on the
bank of Shitalakhwa
river. It is typically
woven using a
mixture of cotton and
gold thread. In 2013,
the traditional art of
weaving *jamdani* was
declared a UNESCO
Intangible Cultural
Heritage of Humanity.





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 focus on building their own teams and capabilities. At EdelGive, our mission is to generate holistic growth and capacities for these not-for-profit organisations, so as to strengthen them, make them resilient, and ensure their financial and logistical independence.

We also 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 the respective methodologies for achieving them. EdelGive offers them financial and capacity building support for organisational strengthening, by focusing on long-term sustainability of their organisations, problem-solving, and adoption of new technologies and processes. Furthermore, 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 key areas that are crucial for an NPO's growth:



Finance and
Sustainability



Human Resources
and Communications



Strategy and
Leadership



Processes and
Technology



"The Rise For Her mentorship has been a rich experience in terms of getting to know the challenges girls face with regard to education. When I embarked on this journey, it taught me a lot in terms of how privileged we are as women to be able to give something back: guidance and patient hearing to our mentees and also learning a lot about their lives. I am touched and grateful to be able to inspire and learn from my mentee who is a strong and determined girl. Kudos to Milaan Foundation for supporting young girls to be active providers to society!"

SHEILA QUADROS

AVP, Corporate Affairs - Rise For Her,
Remote Mentoring with Milaan Foundation

In 2021-22, through our Capacity Building initiatives we have:



Provided support to **75 NGOs** through various trainings, workshops, intensive support etc., across **8 projects**.

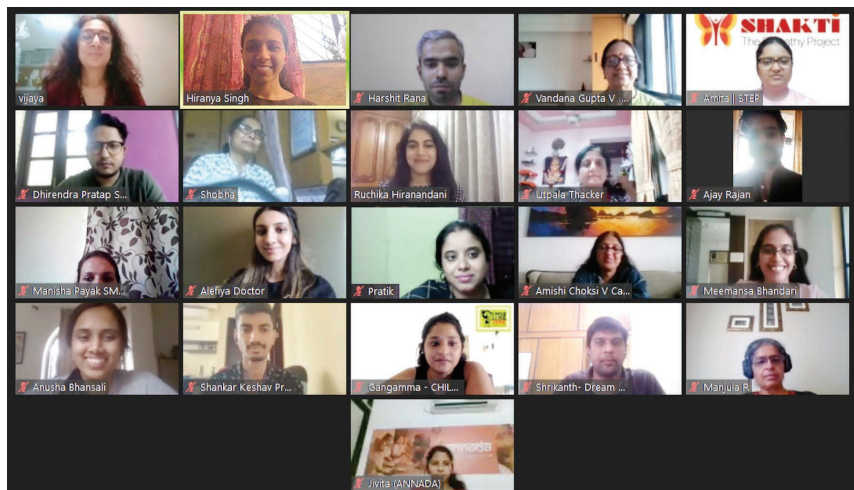


Partnered with **4 Capacity Building agencies**

to provide support in the areas of technology adoption, leadership, fundraising, communication and overall impact optimisation.



Undertaken **3 projects** with partner-NGOs in the domains of setting up an MIS system for 3 organisations under the Women Empowerment portfolio.



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 our Employee Engagement practices, 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 that are not our grantees.

Workshops on Strengthening Institutional Capacities of NPOs

The EdelGive Capacity Building Initiative, in collaboration with **Social Lens, Tech4Good, C3EIT** and **X-Leap**, aims to strengthen non-profit organisations (NPOs); to effectively achieve their core missions, while also building their institutional capacities.

A. EdelGive x Tech4Good Spotlight series

- The Spotlight series is a new initiative launched by EdelGive with Tech4Good, in order to enable more

non-profit organisations to leverage technology.

- As part of this series, participant organisations will be familiarised with various technological solutions – both open source and paid – that are available in the market, and ways in which they can be leveraged. The organisations can then choose the tools they'd want to implement, and be given end-to-end mentorship support for the same.

B. Virtual workshops on Problem Solving and Data Driven Decision Making with X-Leap

- In partnership with X-Leap, we completed virtual workshops on problem solving, with the aim of developing second and third-line leadership within NGOs.
- X-Leap's workshop on data-driven decision making was also completed in the first quarter of FY22.

C. Completion of Follow the Funds, a Fundraising workshop by Social Lens

- At the foundational level, the cohort which was organised in April 2021, familiarised organisations with the changing fundraising landscape in India, and highlighted key aspects regarding the importance of planning and strategizing their fundraising.
- In June 2021, Level 2 of the Follow the Funds Cohort was conducted, where 15 selected organisations were trained on how to plan and execute their fundraising.
- Level 3 of this cohort was conducted in August 2021. The aim was to equip five selected organisations with skills on the various aspects of writing a fundraising proposal, and guide them through the process of doing so by breaking down its various components.

D. Workshop on Process and System alignment by Social Lens

- The purpose of these workshops is to enable an understanding for organisations, as regards the extent to which their systems, processes and programmes were aligned to their mission, vision and goals.
- Level 1 of this workshop was aimed at developing an understanding of the mission and vision of the organisations, assessing current processes against the mission and vision.

E. Workshop on Systems, Process and Technology 2.0 by Social Lens

- The purpose of these workshops is to enable an understanding for organisations as regards the extent to which their systems, processes, and programmes were aligned to their mission, vision and goals.
- Level 2 of this workshop was aimed at addressing the intricacies of the Human Resource function within a non-profit organisation in terms of process and data management.

F. Workshop on Process and System alignment 3.0 by Social Lens

- The purpose of these cohorts is for organisations to understand to what extent their systems, processes and programs are aligned to their mission, vision and goals.
- The Level 3 of this workshop equipped the non-profit organisations with practical insights and lessons that can promote efficient internal and external communication, be prepared with a crisis communication strategy and keep abreast of current trends and tools.

G. Deployment of Sankalp app for Jan Sahas, AALI and KMVS (EdelGive Women Empowerment Portfolio Organisation)

- Sankalp application has been developed to track legal cases typically for violence and abuse against women for organisations under the Women Empowerment portfolio at EdelGive.
- The application has been modified and deployed basis the requirement of the Jan Sahas team and scoping for the other two organisations has been completed.

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.



"It was an honor to get a donor partner like EdelGive, who has always stood by us, inspiring us to move forward for a good cause. Even during the most difficult of times during the COVID 19 pandemic, EdelGive not only provided its best support for the most vulnerable community members but has realised our efforts and stood by our side and strengthened our capacity to resist all odds. Having crossed another year of partnership, we wish EdelGive a bright future and lasting partnership with all its well-wishers"

SANJIT PATNAYAK

Secretary
South Orissa Voluntary Action (SOVA)

EdelGive's Employee Engagement Model



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.



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.



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.



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 2021-22, Edelweiss volunteering has grown with:



36 virtual activities including in-kind donation drives



Outreach across **100** cities and **125** branches of the Edelweiss network



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



70% (11% in FY21-22) Edelweiss employees engaged in financial and non-financial volunteering over the years



11,067 Edelweiss employees engaged in volunteering activities in the last three years



Dedicated over **~40,000** employee engagement hours

Umang Unlimited in collaboration with ETLI

Unlimited Umang was designed to bring skill-based training sessions in the lives of women from Mann Deshi Foundation and youth from Antarang Foundation. Volunteers from Edelweiss Tokio Life Insurance (ETLI) have conducted skilled volunteering sessions on topics like banking & financial literacy, customer relationship & retail sales and English speaking. 25 volunteers have been instrumental in training over 500 beneficiaries.



Rise for Her Fellowship

5 women employees have been selected from across Edelweiss businesses to mentor 5 potential adolescent beneficiaries from Milaan Foundation as part of the Girl Icon Fellowship Program.

It has been a wonderful journey for the mentors as well as the mentees so far, as they share their learnings and experiences. While the mentors have been trying to provide a support system to the girls, in terms of career and other aspirations, they have also testified to improved patience and humility in the process.

Daan Utsav 2021

For Daan Utsav this year, over 60 employees participated in the below-mentioned activities.

- Pledge to support Women Entrepreneurs – employees supported women-led businesses by giving them shout outs on social media and encouraging others to do likewise.
- Fundraiser to support women-led businesses from the NGO Manuvikas.
- Over 20 employees wrote notes of appreciation for women who have been impactful in their lives.



Zila Parishad School Painting Activity with Bhumi

Personal Wealth Advisory (PWA), in collaboration with Bhumi organised a Zila Parishad school painting activity in the Pune district. 24 employees from the same business raised INR 15,000 for the school library.

Since this was the first on-field activity after the pandemic, it was very well received by the employees as well as the NGO.



Glimpse of volunteers at school campus

Case Study: Sanjog, Sandeshkhali Block, West Bengal

'GRINDING' THEIR WAY TO SELF-DEPENDENCE

Rising together and building an enterprise as a group takes a lot of faith in oneself, one's peers and in the common belief that the odds will be overcome one day, no matter how big the obstacles. It is about holding on during difficult moments and refusing to give up on the dream to rise together as one. Self-help group businesses among semi-urban and rural women are pretty common in West Bengal. Add Suhasini self-help group to that list, as they have joined hands to start a business together that of packaged powdered turmeric.

Seven members of a self-help group named Suhasini in Sandeshkhali block in West Bengal, joined hands to package and sell powdered turmeric, which is one of the key ingredients to a well-cooked dish, especially in the Indian subcontinent. Where did this idea come from? "It all started with a discussion with our facilitators about what business we should start. After a lot of deliberation and brainstorming, we decided to do this," said Mamoni Sardar, one of the members of this group and business.

Seven members of a self-help group named Suhasini in Sandeshkhali block in West Bengal, joined hands to package and sell powdered turmeric, which is one of the key ingredients to a well-cooked dish, especially in the Indian subcontinent.



Members of the Suhasini SHG launching their spice business

"We withdrew a sum of INR 20,000 from our bank account out of a total of INR 55,000 given to us by Sanjog as prize money of the KAARYA Inter-SHG Competition. We then decided to buy 10 kgs of turmeric from the shop, dry it first and then get it crushed using machines from the local shops. We also used the money to invest in buying packets, sealing machines, bowls, spoons, banners and stickers for putting on the packets. We also bought registers to keep an account of the transactions we make in this business. All of this cost us INR 4,750." Binota added.

Buying turmeric from the market is one of the initial points of action. "After that, we take it to the shop to grind it and following that, we then keep it in the office for all of us to come together and pack the powder of 100g. It is a fun process and very energising for all of us to do something collectively," Bithi said. Khadija added, "Once that is done, we buy each packet of 100g turmeric, worth INR 15, then take it home to be sold either in the local market or from our houses."

Since they have just begun, the sales are not high and they do not expect it to become a full-fledged source of income right away. That process will take time, and with continuity, the members are confident that one day, this small business of theirs will blossom into a major source of livelihood. "We are looking at

profits to rise. People are now buying it on an experimental basis and they are going to come back for more when they like it," Khadija added.

Undertaking a group business surely has its own challenges and problems. Since all the members are required to travel to the office for work, it is surely a difficult thing, especially in the midst of the travel restrictions. Mamoni shares, "Our biggest challenge is that our homes are not in the same area. For example, it is very difficult for someone like a Khadija, who stays the farthest among all of us. It takes around INR 300-350 for me to travel from Minaka to the office which is in Basirhat. That is a journey of about four hours. So, I don't accompany the group when it comes to buying and also getting the turmeric ground. I only go when we all are packaging them while sitting in one place."

Binota shared another unique problem that they have faced. "The packets we are using now are not of that good quality and hence, while sealing, they often melt. We have planned to buy better packets in the future," she said, adding, "If we don't do this now because of lack of significant profit and not being able to save, we wouldn't have anything else to do. Not all of us know everything about this work, yet. This is because we have just started our business and I am sure that with time, we would

Not all of us know everything about this work, yet. This is because we have just started our business and I am sure that with time, we would get a better picture of all the nitty-gritty of this work and then carry this business forward.

get a better picture of all the nitty-gritty of this work and then carry this business forward," Bithi added.

Nothing really happens in any area of work where some dreams and aspirations are not involved. All these seven members initially had a dream to build a business completely on their own and with little steps, they have now started on their journey. For some like Mamoni, they want this to be a healthy source of income so that they can save enough for the future of their children. "We want our self-help group to become big one day. When I joined this enterprise, all I ever imagined was for this group of ours to flourish so many people would know about us. That is the reason why I enjoy this work so much," Khadija shared. "I can save all of the profit earned from this business to complete my education one day," Bithi shared while talking about her dreams.

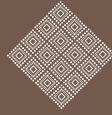


Gujarat

Dupion silk is a 100% silk fabric produced in Varanasi by the weavers from the city and the nearby villages, mainly from the Ansari community.

Dupion is made by using a fine thread in the warp and a rough uneven thread in the weft creating a tightly woven fabric with slubs or uneven spots on an otherwise highly radiant surface.





Strategy and Excellence

EdelGive prides itself on being people-centric, quality-conscious, and authentic in its approach. For any organisation, at some point, it becomes pertinent to look at how they achieve all that they do, and how they plan to sustain these levels going forward.

EdelGive deals with multiple stakeholders on a daily basis – funders, NGOs, government, companies and agencies - in order to collectively work towards the greater goal of serving society and creating impact at scale.

At the center of all of this engagement – is Team EdelGive; - making things happen, thinking and feeling on behalf of the organisation, and upholding the values and principles with such care. The one stakeholder organisations tend to become oblivious towards are their own employees. Despite the challenges that recent times have posed on health, relationships, working styles or timelines, every single member has been exemplary in the way they have shown up each day no matter how the days have been for them personally.

One question that we constantly ask ourselves – if the only thing that drives us is making a change in society for the better, how is this possible if the same approach does not hold for our own people? We believe that our work is a true reflection of the people who work at EdelGive.

As the great philosopher, Aristotle once said - **“The whole is greater than the sum of its parts.”**



“EdelGive as an organisation has several facets. The two that I would like to highlight are, firstly, that they are always thinking about how to make the most effective use of philanthropy, how to get people together to enhance the impact of giving, and to coordinate such projects. The second is that they are very generous, both to the entities they support and to all others with whom they come in contact. This seems to be an ingrained characteristic of the whole organisation.”

VIKRAM LAL

Eminent Philanthropist



"The session was amazing. It not only provided frameworks for understanding time and effort towards varied tasks, but also keeping some time for self-reflection and planning."

.....



"It was a great opportunity to connect with the entire team outside of boundaries defined by work and we should continue to check-in with each other consistently."

-Feedback received from the team

Highlights

1. Wellness Week

With the idea to institutionalise wellness within EdelGive and kickstart the first wellness activity for the year, from the 6th of September to the 10th of September, 2021 was 'Wellness Week', where the entire team was on leave to have some space to rest, to recuperate, breathe and just be. This was done considering the mental and physical toll on people coming into 2021 and dealing with the second wave of COVID-19.

This week was a strict time-out. It was held between two weekends so that the team could get an ideal break to do absolutely nothing at all and do whatever makes them happy. For the team, alongside this week, it was an opportunity to think consciously and be proactive about little things they can do to bridge the distance created by virtual working and ease some of the stress that they were still carrying with them. It was also a time for the team to pause and reflect on their journeys over the past year. The acknowledgement of what they had overcome was in itself a great move forward in dealing with the acceptance of human loss, struggles and social issues – all of which were clearer due to the pandemic.

The skill-based training sessions are designed to bring Unlimited Umang in the lives of women from Mann Deshi Foundation and youth from Antarang Foundation. Volunteers from ETLI have conducted skilled volunteering sessions on topics like banking and financial literacy, customer relationship & retail sales and English speaking. 25 volunteers have been instrumental in training over 500 beneficiaries.

"Asking for help and taking of help are both signs of trust and courage"

– Naghma Mulla, CEO, EdelGive Foundation

2. Learning and Development Sessions

EdelGive is proud to have constantly strived towards learning and evolving, despite the toughest times. As a part of our Learning and Development exercise, we regularly invite experts to facilitate sessions for the EdelGive team. This has been a chance for the team to gather expertise and insights through a fresh perspective on distinct subject matters. More importantly, it has created a space that enables an interactive conversation.

This year, we invited two facilitators, who presented modules on the following topics:

a) Time Management and Prioritisation - Parvez Mulla

In the session, conducted on 22 March 2022, facilitated by Parvez Mulla (Chief Operating Officer, HDFC Life), the team was provided with perspectives on how to manage time efficiently in a high-stakes environment with an overlap of tasks. Coming with an experience of more than 28 years, Parvez spoke about templated structures for time optimisation and a few tricks to ensure that the work pressure (under any professional set-up) is well balanced. An important takeaway from the session was how the optimum utilisation of time would lead the way to smoother prioritisation.



Vidya Shah, Executive Chairperson, EdelGive Foundation felicitating Parvez Mulla

b) Peer Learning and Collaboration - Clint Misquitta

In the session, conducted on 22 March 2022 hosted by Clint Misquitta (Lead - Learning and Talent, Edelweiss Tokio Life Insurance), the team was asked to actively think about how the pandemic had shaped their lives. In a series of self-reflective activities, Clint asked the team to write messages to themselves by placing

themselves in different contexts. These activities got the team to open up to each other and share experiences and feelings that went beyond the professional set-up. A significant shared moment for the team was that despite coming from different contexts, similar things drive, motivate and impact us.



Naghma Mulla, CEO, EdelGive Foundation felicitating Clint Misquitta

3. Strategy at EdelGive

The strategy meetings continued to be part of EdelGive's yearly agenda, as they act as a stepping-stone towards planning, and summing up our actions towards achieving the vision and mission of EdelGive. As an organisation, we believe in getting the right alignment among our team members, understanding the organisation's objectives and challenges along with cultivating best practices. To this end, we collaborated to create our organisational-wide strategy, and here is how we did it this year:

We brought together everyone's reflections on our organisational-wide future aspirations, the non-negotiable practices, and every team member's key highlight, challenge and learning this year.

We conducted visualisation and simulation exercises with the leadership and team heads to further build our core strength in better managing unforeseen and emerging situations (risks and opportunities).

Therefore, the strategy meetings and planning have benefitted the team to focus on the organisational goals and ensure the continuation of executing and building on our action plans.

4. Monthly Wellness Activities

The EdelGive team is involved in wellness activities throughout the year, to facilitate a working culture that creates a deeper connection with the team members and an opportunity to unwind themselves – bringing their unique selves to the front. The past year's activities have been the right mix of learning, fun and leisure for the team.

- a) Zero-device hours: The team members are asked to step away from all devices and indulge in discussions and activities. There is no set structure to these hours; the team comes up with engaging activities on their own.



EdelGive Team participated in an Origami workshop conducted by a team member

- b) Learning Circles: Learning Circles are flexible, peer-directed learning experiences, helping individuals get to know each other across the team. The team comes together with a common interest to meet regularly to learn from each other about a self-identified topic. One of the team members takes the initiative of a small workshop/module for the rest of the team. It is also a manner of expressing one's talent or additional skill set beyond their defined work at the organisation.

- c) Team Movie-Viewing: From the outset, EdelGive's work has massively revolved around women empowerment, women entrepreneurship and gender. The EdelGive leadership, thereby, planned a day out to watch Gangubai Kathiawadi (2022) with the entire team. The collective viewing turned out to be a great experience for the team, as they were able to relate the underlying themes to the organisation's work and observe a creative way to showcase the themes of gender equality and rights & entitlements of women. What emerged from the movie experience was a space for active discussion and reflection.



EdelGive Team watched Gangubai Kathiawadi together

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 and dissemination for the sector.

Our long-term focus is to enable a development ecosystem that is educated, well informed, and can effectively serve the communities that need their assistance the most. This year, between our philanthropic objectives and the needs of our non-profit partners, we are 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 with a platform to voice their concerns? More importantly, how do we commit to actively listening to our NGO partners, especially those working with the most excluded communities?

Research and Learning

EdelGive Hurun India Philanthropy List and Report 2021

In 2021, to better understand philanthropic giving in the country from a data-based evidence

perspective, EdelGive partnered with Hurun Research Institute to release the 8th edition of the EdelGive Hurun Philanthropy List 2021. 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 highlighted the most favored 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 that require further growth.



EdelGive Hurun India Philanthropy Report 2021

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“EdelGive is one of Jan Sahas's most important supporters, partner, donor and friend. EdelGive has helped us to scale and deepen the impact of our work in the last five years. EdelGive has also been a thought partner and helped laid the foundation of the Migrants Resilience Collaborative (MRC) to help build resilience in migrant communities across 100 districts of India. Vidyaji's and Naghmaji's generous support in terms of their time and advice has helped develop effective strategies and strengthen collaboration with various stakeholders.”

ASHIF SHAIKH

Director,
Jan Sahas Social Development Society

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

EdelGive participated in several conversations on themes ranging from collaborative philanthropy for collective impact, gender lens for impact investing and climate on platforms such as **ET NOW, United Nations Equality Forum, charcha, FICCI, Circle, Arthan, Dasra Philanthropy Week etc.** The following are in addition to discussions facilitated through the UdyamStree campaign around women entrepreneurship and roundtable discussions held as a part of knowledge-dissemination under the GROW Fund.



*Vidya Shah, Executive Chairperson, EdelGive Foundation, at **The Greater 50 Conclave** hosted by the Federation of Indian Chambers of Commerce & Industry's (FICCI), highlighted the need to build a robust ecosystem for women entrepreneurs as it is crucial for their empowerment*

*Naghma Mulla, CEO, EdelGive Foundation, at a panel discussion organised by Pearl Initiative titled, **"Institutional philanthropy in the Arab world: Exploring mediums in strategic giving"***



*Naghma Mulla, CEO, EdelGive Foundation, at The Nudge Forum for a session titled, **"Collaborations: Ushering in a new way forward in India", at Charcha 2021"***



*Vidya Shah, Executive Chairperson, EdelGive Foundation, at an ET Now panel discussion to discuss the **EdelGive Hurun India Philanthropy List 2021** and the emerging trends of philanthropy in India*



An Initiative of Third Sector Partners

DEVELOPMENT SECTOR LEADERSHIP CONVERSATIONS

Session 17



Shital Kakkar Mehra,
Founder, GoBarefoot



Vidya Shah,
Executive Chairperson, EdelGive
Foundation

Join this interactive session on
13th April, 5:00 PM LIVE on Zoom

Vidya Shah, Executive Chairperson, EdelGive Foundation, in conversation with Shital Kakkar Mehra, Founder, GoBarefoot where she shared her insights on decades of rich industry experience and her inspiring journey in the social sector

We were also present on key discussions across media channels this year, including reputed platforms such as **Forbes India, The Economic Times, The Times of India, India Development Review, Firstpost, The Indian Express and The Mint.**

EdelGive garnered over 200 articles in this one year alone, on multiple issues related to rural women's financial independence, climate perspectives, philanthropy in the Global South, and more.



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INDIA DEVELOPMENT REVIEW

ABOUT SECTORS EXPERTISE THEMES HUMOUR

PHILANTHROPY & CSR September 7, 2021

Reflections: Philanthropy in India during COVID-19

Vidya Shah of EdelGive Foundation talks about what funders did and didn't get right during COVID-19, and what the way forward should be.

by DEVANSHI VAID, SMARINITA SHETTY

6 min read

Vidya Shah is the Executive Chairperson of EdelGive Foundation. Through her journey as a philanthropist over the last two decades, she has seen the impact created by nonprofits that have strong operational capabilities, and community orientation. She therefore helped build a philanthropic model at EdelGive, whereby organisations receive a combination of funding, fundraising and capacity building support to help them strengthen their impact.

Vidya Shah, Executive Chairperson, EdelGive Foundation discusses what funders did and did not get right during COVID-19, as well as the possible way forward



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INDIA DEVELOPMENT REVIEW

ABOUT SECTORS EXPERTISE THEMES HUMOUR FEATURES

All eyes are on COP 26: Here's what you need to know

From the Kyoto Protocol to the Paris Agreement, COP plays a crucial role in shaping global climate policies. But is it sufficient? And what does it mean for India?

by RIDDHI SHAH

7 min read

The latest report by the Intergovernmental Panel on Climate Change (IPCC) revealed just how urgent the need is to address human-induced climate change. With many countries still in the midst of or just about recovering from COVID-19, there has been an additional strain on governments and organisations and their resources, which has disrupted crucial climate-based negotiations.

Riddhi Shah, Chief of Strategy and Excellence unpacks COP26 and what it means in the Indian context

Naghma Mulla, CEO, EdelGive Foundation shares her views on COP26 and the need to place grassroots communities at the centre of talks



THE WIRE

COP26 Can't Ignore the Need to Place Grassroots Communities At Centre of Talks

A gap exists today between our climate action policies and plans and their understanding by people on the ground.





Dr. Shweta Singh, Founder and Chairperson of Women Innovation Entrepreneurship Foundation (WIEF) mentioned the UdyamStree campaign and quoted the Landscape Study on Women Entrepreneurship in her op-ed titled "Encouraging women entrepreneurs to attain self-reliance"



Vidya Shah, Executive Chairperson, EdelGive Foundation opines on what institutions working for women empowerment need to do to really empower and enable women



Naghma Mulla, CEO, EdelGive Foundation and Chetna Gala Sinha, Founder and Chairperson, Mann Deshi Foundation co-authored "How community networks and banks can help women in rural India become financially confident and independent"



Naghma Mulla, CEO, EdelGive Foundation and Anandi Iyer, Director, Fraunhofer Office, India, and Chairperson, Women in Science and Entrepreneurship Council, FICCI, co-authored "Women entrepreneurs need digital empowerment"

Case Study: Ibtada, Ramgarh, Rajasthan

THE POWER OF COLLECTIVES: ROADWORK IN THE ALWADA VILLAGE

Alwada village of Ramgarh block of Alwar district in Rajasthan is one of the Ibtada's intervention areas for the rights and entitlement program. Meera is a community leader of this village, who is also referred to as Adhikar Sakhi. For the past 6 months, Meera has been working to create awareness and support the community to access government schemes and entitlements. She is proactively engaged in the village-level issues and whole-heartedly supports the community to resolve them.

Meera hails from a unprivileged family. She has three children and her husband is a daily wage labourer. The family depends upon the Mahatma Gandhi National Rural Employment Guarantee Act (MNREGA) to fulfil their daily needs. On 12 January 2022, in the village rights committee meeting, the issue of damaged streets and roads was put forth.

Meera is a community leader of this village, who is also referred to as Adhikar Sakhi. For the past 6 months, Meera has been working to create awareness and support the community to access government schemes and entitlements.



The Alwada village community in solidarity for initiating the roadwork construction

In Alwada village, there is no main road and due to this, sewage and mud keep running inside the village, thus resulting in a conducive environment for mosquito growth and eventually, people falling sick.

The agitated villagers and Adhikar Sakhi Meera, collectively raised this issue in writing to the Panchayat four months ago which did not solve the issue.

However, this did not stop the villagers and Meera, who decided to approach the ward Panch's and the Sarpanch. They

discussed the matter again and stressed upon the Panch's and Sarpanch to resolve the road issue as soon as possible. After a long argument over the matter, the Sarpanch took up this matter with the Village Development Officer (VDO), Block Development Officer (BDO) and the community to discuss the issue. Finally, this compelled the Sarpanch and BDOs to start the construction work at the earliest. Just after a few days, road construction work was initiated. The community and villagers are very happy with this and they

cannot thank Meera enough for taking such a bold step and supporting the community to fight for their rights.

In Alwada village, there is no main road and due to this, sewage and mud keep running inside the village, thus resulting in a conducive environment for mosquito growth and eventually, people falling sick.

Response to COVID-19

The last year saw two more waves of the pandemic, which saw communities struggling to access hospital services, oxygen facilities and cope with deeper vulnerabilities of lost livelihoods along with physical and mental well-being. The recurring cycles of the pandemic also threatened the breakdown of the country's

grassroots organisations that were continuing to meet the needs of their communities, while battling for their own survival.

Our COVID-relief initiatives in the past year were aimed at enabling grassroots communities to survive and recover from the various impacts of the pandemic.

We continued to support critical work by providing humanitarian assistance through the provision of rations to affected communities, support for revival of livelihoods through provision of seed kits, support to set up small businesses, etc.

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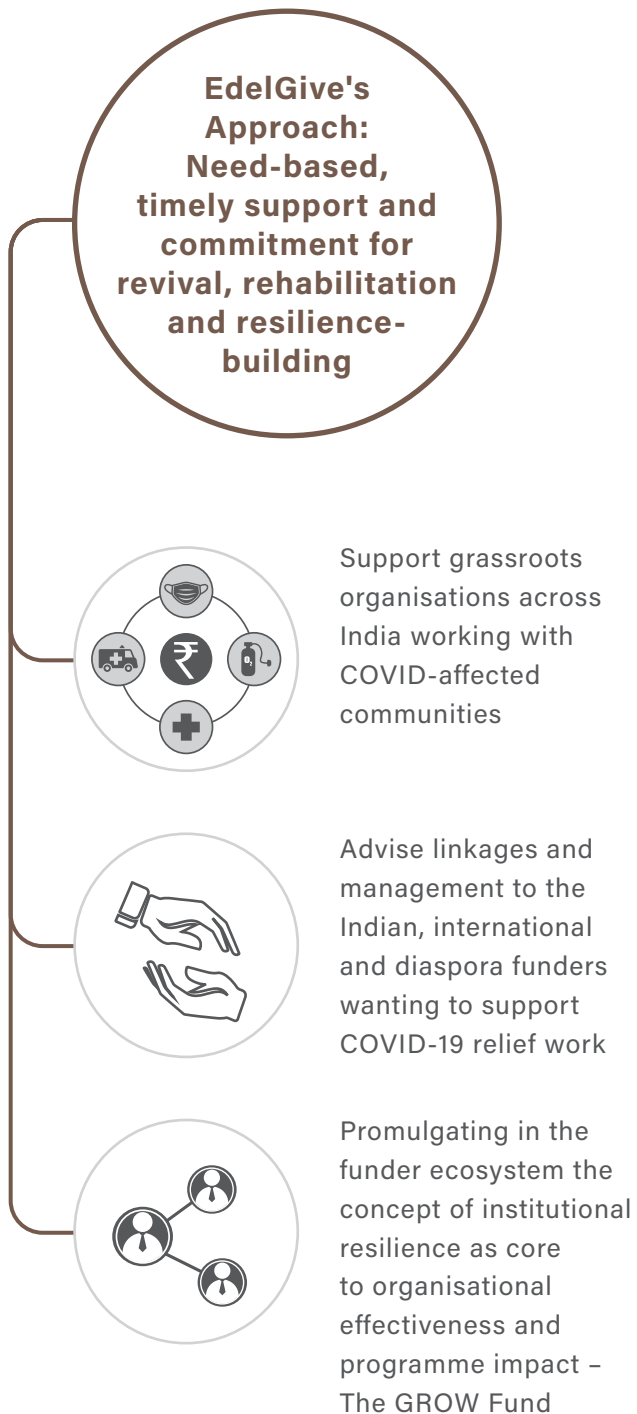
“Since 2017, Sambandh's relationship with EdelGive has been spectacular. Our association has been unique given the times we have worked together, great team spirit, understanding and most importantly highly supportive. Not only have we been amazed at the depth of understanding, we found ourselves working with a team of friends. we look forward to a highly successful journey with enthusiasm, motivation and with a positive outlook. Thanking Team EdelGive for encouraging and believing in us.”

DR. PUSPANGINI MOHANTY

Secretary,
Sambandh

To combat the larger challenge facing India's grassroots organisations, we launched the GROW Fund with an aim to scope, support and strengthen 100 small and medium-sized organisations through non-programmatic grants supplemented with capacity building to enable their institutional resilience and future readiness.

- For FY22, we funded and raised close to INR 27 crores for COVID-related work for over 20 organisations ensuring direct relief, addressing the migrant crisis, and rebuilding livelihoods, especially for rural communities.
- Within a year, the GROW Fund actualised from germinating as an empathetic response to the devastation we witnessed, to a programme concept deeply rooted in our collaborative philanthropy approach, into an execution-stage initiative successfully bringing together a cohort of funders that pledged intent to support a cohort of 100 NGOs across India.



Case Study 1: Jan Sahas, Faridabad, Uttar Pradesh

Ration Kit Support by Jan Sahas

Mohammad Munna migrated with his family from Motihari in Bihar to Faridabad in Haryana, for work on a construction site. But during the second wave of the pandemic, and the resulting lockdown, Munna lost his job. Without a ration card, he was unable to provide food for his wife and children who were reduced to just drinking water for two days. This was when Munna called the Jan Sahas helpline number for ration support. The Jan Sahas team in Faridabad contacted him and immediately provided him with a dry ration kit as part of the Emergency Relief Plan program. He said, “It was a great relief for my family as we were facing a food crisis”.



Case Study 2: Utthan, Valia district, Gujarat

Relief Kits Distribution by Utthan

Valia district in Gujarat was hit hard by the twin disasters of the second wave of COVID-19 and Cyclone Tauktae. Community members struggled to meet their basic needs and revive their livelihoods. The Utthan team stepped in to help, providing dry ration kits, kitchen garden kits and kharif sowing kits to community members in 10 villages based on their needs to help them tide over the crisis. Mangiben Bhikhabhai Vasava from Kanerav village said she had found no work in the last two months when Utthan reached out to her. She received a kitchen garden kit, which she planted, and the crop helped to feed not only her family, but also shared with

her neighbours at the request of the Utthan team. Arjunbhai Ishalabhai Vasava from Ratangadh village stated that he had been worried he would have to forego the kharif season as he had neither money nor access to credit. The kharif sowing support of pigeon pea seed and bio inputs from the relief initiative was a blessing, allowing him to take up kharif sowing. Shivliben Chotubhai Vasava of Joli village, was bedridden and unable to work. She was grateful to receive a food kit so that, at least for a month, she would have access to food during the worst of the crisis.

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“It was an honor to get a donor partner like EdelGive, who has always stood by us, inspiring us to move forward for a good cause. Even during the most difficult of times during the COVID 19 pandemic, EdelGive not only provided its best support for the most vulnerable community members but has realized our efforts and stood by our side and strengthened our capacity to resist all odds. Having crossed another year of partnership, we wish EdelGive a bright future and lasting partnership with all its well-wishers”

SANJIT PATNAYAK

Secretary, South Orissa Voluntary Action (SOVA)

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